

Studio Success

Course Number: 15

Level: Intermediate



Colleen Gonsar & Darty Hines

Halifax, Pennsylvania

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colleenandco.com

colleenandco4pros.com

Colleen Gonsar and Darty Hines are proud to share their award winning marketing, photography, sales approaches and techniques once again at Texas School. The week starts off with in-depth education and demonstrations to push your senior photography to the next level. Then, as the week moves along, they will cover other aspects of running a portrait studio; including newborns, children, family, post production techniques, and more.

Learn from this dynamic team as Darty showcases his high school senior marketing campaign from design to delivery. Watch as Colleen and Darty dazzle you with both indoor and outdoor live posing and lighting techniques that will help streamline the way you shoot and take hours off of your post production time. Colleen will lead the discussion on how to price and sell to the person who makes the money decisions: mom. She will also share many money making promotions to keep your studio busy all year long. Their straight forward style of teaching will leave you fired up to make changes for success in your own studio. Colleen and Darty's Texas School class always sells out... so reserve your spot today!

Colleen & Co. has 4 full time photographers and photographs around 900 seniors each year. They would love to share with you ideas that make seniors want to come to Colleen & Co. They believe in offering their clients a choice that is like no other in Central Pennsylvania.

Colleen Gonsar started the studio in 1989 at the age of 20. The studio has grown to include 8 full time employees. A second location was added in 1997 and quickly grew into a new studio in December of 2001. The 6,700 sq. ft layout of the new studio will blow your mind- it is like no other. Both locations also include extensive outdoor studios. Colleen's studio has become a success from having an unbelievably gifted staff and listening and responding to the ever changing needs of the client. Colleen recently received her Craftsman Degree and has won multiple awards for her photography and marketing. Darty Hines joined the Colleen & Co. team in 1998. He has worked in many studios in the Ohio area before making his home in Pennsylvania. He has won numerous awards for his photography including ANNE finalist in 2005 and 2007 for Senior Marketing. He is responsible for the creative side of the studio's growth and designs most of their marketing campaigns. Darty also received his Craftsman Degree in 2002.

