

The PPO's Hamilton/Niagara Branch presents



L O R I N O R D S T R O M

CELEBRATING REAL LIFE IN PHOTOGRAPHY



On Sunday, September 26th, 2010  
at the Renaissance Banquet Centre

Lori Nordstrom operates a successful portrait business in the tiny Midwestern town of Winterset, Iowa. She has been doing so for 10 years now. Lori has firsthand experience at running a studio working exclusively on location, progressing to a home studio, then to retail locations, and now from what she calls her "studio home." This has resulted in firsthand experience of the pros and cons of each type of studio operation. Her passion for photography resulted in numerous awards, degrees, and certifications. Her love of photography is evident in her enthusiastic open approach to teaching on [www.phototalkforum.com](http://www.phototalkforum.com). Samples of her award winning style can be seen on her website [www.norstromphoto.com](http://www.norstromphoto.com)



***Program description:***

- ***develop your studio image***
- ***market in the most powerful ways at no cost - to only the right client***
- ***pricing strategies that will allow you to raise your prices without feeling like you might dig a hole and climb in!***
- ***work with your client to maximize every sale.***
- ***set goals, schedule and prioritize to get a handle on your workflow***

Regardless of your current situation or level of experience, Lori has something to share in what has worked and just as importantly what has not worked. "Been there, done that!" she says in her down to earth candid story. "If I can do it, you can too!" Believing there is no "right way – wrong way" Lori will help you to discover methods that fit "your personality" In Lori's all day program you will learn to use your strengths as well as your perceived weaknesses to build your business from the core – who you really are. Lori will open up possibilities for discovering your uniqueness and how to market that uniqueness to the right market in the most effective way.

Join Us At **The Renaissance Banquet Centre**

2289 Barton Street East Hamilton

Program runs from 9:00am to 5:30pm. Registration from 8:00am to 9:00am.

PPO/PPOC/PPA member fee: \$95 / Non- member fee: \$190 - Lunch is included.

Pre-registration required by September 19th.

For Registration Call Elizabeth Telega at 905-374-1818.