



From Zero to \$500K+ With No Studio

presented by Michael Stone, CPP
[michaelstoneportraits.com]

Monday, November 13, 2017
6 to 9 p.m. | Location TBD

We've all heard the phrase, "People in this area don't spend money on portraits." This

program will show that it is possible to have portrait sale averages of \$3K and more, and often have orders over \$10K, right here in New England. You can create a successful high-end business in photography, and you can even do it without a studio! Key areas covered in this program include:

- Sizing and pricing for profit
- Building value and your brand
- Selling wall portraits and wall collections
- Providing a great experience for your clients

This program will give you ideas to increase your average sale, send more money to your bottom line, and build a thriving business in photography.

Mike is the owner and full-time operator of Michael Stone Portraits based in Worcester, Mass. After working in the portrait photography industry for well over 30 years as a photographer, studio manager, trainer, and production manager, he left the industry in late 2011.

Mike opened his own business in 2012, while working part-time for his church as the Communications Director. Mike didn't have a camera, lights, backgrounds, samples, or a studio. He used the photography and sales models of highly successful studios in Montana (annual sales over \$1.5M) and Portland, Oregon (annual sales over \$4M), but opted not to have a physical location, choosing instead to personalize his service by photographing and selling at his clients' homes.

After investing in some equipment and doing some invitational sessions to create marketing materials, Mike began working in/at his clients' homes in central Massachusetts, and quickly spread throughout Massachusetts, Rhode Island, New Hampshire, and Connecticut. Since starting in 2012, Mike has grown his business from absolute zero with no assets to annual sales goals of over \$500K, without use of a physical studio or salesroom.



REGISTER ONLINE at <http://nhppa.com/event-2654873>.

This program is presented as part of the NHPPA Mini Monday Series. If you have any questions, please contact the program chair Jane Lydick Staid at Jane@JaneLydickStaidPhotography.com or 603-382-6775. For more information visit www.nhppa.com.