

RAISING THE BAR

BRINGING YOUR BUSINESS TO THE NEXT LEVEL



Steve J. Mackley

"7 Steps to Incredible"

Have you ever wanted to know how some guys get those incredible images? Do you want to know how to bring your portraits to the next level? Now you can! Let Master Photographer Steve Mackley of Mackley Designer Portraiture show you how.

Breaking it down into 7 simple steps that anyone can do, Steve will be teaching a 2 part seminar how to get more real life, more impact, more dimension from all your images. How to use lighting to make your subject look better and more! Then take those images in Photoshop with the easiest workflow possible to raise them to the next level of incredible!

Steve's acclaimed accolades; Nine time "Photographer of the Year", 2005 Best of State - KUTV Channel 2, Eleven time recipient of KODAK's prestigious GALLERY AWARD, Eight time recipient of the FUJI's coveted MASTERPIECE AWARD, and Featured in exhibitions all over the world.

Now in seven simple steps you can know what he's learned in his 30 years of image making!



Todd Royal Hicken

"Taking the Sale to the Next Level"

It takes more than a camera to be a photographer!! With small town big sales photographer Todd Hicken, gain insights on how to take control of your business, first by identifying your biggest competition (the truth will surprise you), and then how to price yourself for your market.

Todd will also discuss what many photographers don't recognize as a loss of revenue as time and money is lost without good file management and a solid/consistent workflow. This is a session you don't want to miss!

Todd is the owner and photographer of Impact Photography, located in Heber, Utah with a single sale average of \$3,000 and record of \$18,800. He is also the owner of Serendipity Digital Imaging and prints high quality, reasonably priced wedding invitations with the infamous velum overlays. Over the years, Todd has earned his Masters degree and several Photographer of the Year and Best of Show awards, 9 Kodak Gallery and 15 Fuji Masterpiece awards along with three PPA loan prints to date. Todd isn't afraid of trying new things and seems to be on an edge of his own. So join Todd in what will be a fascinating session and let some of his enthusiasm and wisdom rub off on you!



More Information! • Call 435.753.0085 or 435.654.2726 • www.mastertheimage.com