



“Mastering the Upscale Gallery”

Gregory & Lesa Daniel

- For Beginning Studios to Advanced
- Sell More Wall Portraits
- Better Communicate With Clients
- Create Saleable Images
- Create and Establish Your Brand

April 13th & 14th
Double Tree Hotel Jackson, TN
Sponsored by Mid-South Color Labs

Let Greg and Lesa Daniel show you the anatomy of an upscale gallery. You will discover the secrets of how to expect and get what you and your clients want from each session. They will cover the four

principles of “Create IT for a Purpose.” These include: developing a Marketing Plan that will bring in the right clients, crafting a Design Consultation to understand your clients needs, producing Photography that ultimately will fit your product line and Generating a Sell that you had visualized!

They will demonstrate how to create images for the subject out of the interaction of your imagination and their personality. Greg believes to make images that are truly creative you need to get beyond your heart, and with technical mastery enable you to create an emotion, a feeling with your images. In this class you’ll learn the artistry and relationships of portrait photography. Greg says, “Good



photography is technique, outstanding photography is transcendent.” They will inspire you and tell you what it takes to market your work at the highest level.

A nationally recognized husband and wife duo who create exquisite portraits, Greg and Lesa Daniel are also masters in sharing their knowledge and experience. Watching Greg and Lesa teach is like viewing a ballet. She has a passion for organizing the aspects of a portrait session and has the ability to befriend her clients as well as creating sales which



others have quoted as “poetry in motion.” Gregory Daniel is an exceptional artist and master of portraiture who skillfully pairs his creative talents with his technological know-how. Greg’s life and his work are a testament to a man who has risen to master both himself and his art. It is this profound commitment that has made him one of the world’s premier portrait artists. The Professional Photographers of America have bestowed upon Greg their highest honors and he has been awarded Florida’s top awards many times. He was invited by 40 of the leading photographers in the world to join them as an elite member of the prestigious Cameracraftsmen of America, and is a founding member of the International Society of Portrait Artists (ISPA).

Featuring the Hand-Painted Backgrounds of David Maheu

Seminar Information

Location - Double Tree Hotel - Jackson, TN

Cost - \$95 - Includes Lunch on Monday

Schedule:

Sunday, April 13th 1:00 to 6:00

Monday, April 14th 9:00 to 5:00 - Lunch Provided

Hotel Info:

Doubletree Hotel Jackson, TN
 1770 Highway 45 Bypass - Jackson, Tennessee
 1-731-664-6900

Seminar Room Rates - \$99 for king non-smoking.
 Ask for “The Daniel Seminar” rate.
 Call and book by March 26th to receive the discounted rate.

Register Now

Studio _____

Name _____

2nd Attendee _____

Address _____

City _____ St. _____ Zip _____

Daytime Phone _____

Cost: \$95 per person

By Credit Card - Fax to: (731)-424-1902

Type _____ # _____

Expiration ____ \ ____ Name _____

By Check - Mail to: Mid-South Color Labs
 496 Emmett St. - Jackson, TN 38301