



PROFIT CENTER DVDs

2 DVD
Set ~ 4
Hours !

Everything the professional photographer needs to build a financial foundation for a healthy business. Find out exactly how much money you make out of every dollar, how to price with confidence, and much more. Liana takes you step-by-step through the process as she works with Rafael (Atlanta-based wedding photographer) through all of his goals, numbers, and taking a look at his pricing and packages. This DVD is best viewed a chapter at a time so that you may take the time to stop and process your own information in-between lessons.

Lessons include:

1. Make it Personal & Goal-Oriented
2. Creating a Personal Salary Budget
3. Tracking Income
4. Expenses & Functions
5. Tracking Expenses
6. Analysis: The Number Story
7. The Big Equation & Cost Of Sales
8. Planning
9. Pricing & Packages
10. Bonus Feature: Housekeeping (business formation, taxes, banking, insurance, who to hire)

As an added bonus, you will receive access to the forum where you will be able to obtain a number of resources including worksheets and a financial planner that will help you through the process. \$249 Investment.

We believe in dreaming big, working smarter not harder, learning the rules... then breaking them. Yes, we're the ones crazy enough to specialize in helping others achieve the impossible. Whether it's creating a lasting vision and brand; learning to love sales, merchandising, and number-crunching; or how to KISS and let go--we're here to help. Bananas EDU is founded on principles taught and approved by leading entrepreneurs, accredited colleges, and the fine people at Professional Photographers of America. You're not just getting cutting-edge systems that work for us, but principals founded in business and history! Limited small-group business classes and take-home DVDs currently available.



Liana loves her life and career! She is honored to spend her time shooting destination weddings in the US and abroad, speaking at major industry conventions, and helping other small businesses in her spare time. She is an Approved Business Instructor (ABI) for PPA, and is currently one of the only working professional photographers certified and willing to teach managerial accounting and business planning to other wedding and portrait photographers. Liana's website received PPA's AN-NE award for the 2006 Website of the Year. She is a third-generation entrepreneur and graduate of an exclusive program in Entrepreneurship and Small Business Management and Marketing.

Photo Biz Boot Camp



BBC TN 07 at the Garrett Nudd Studio

"Liana, I just wanted to thank you again for everything... I believe what you are teaching is critical to everyone in the industry. It may not be the fun, cool, glamorous stuff but it's extremely important."

- Stacey Kane,
Maine

www.BananasEDU.com

Why Business Boot Camp?



“Liana, you have caught on that ‘artistics’ don't always know how to protect and plan for the businesses that they are creating/growing.... If all the light-bulbs that went on over everyone's heads were for sale, you could have put GE out of business!”

- Deb Franklin,
New Jersey

The Business Boot Camp (BBC) is an intense, intimate two-day experience designed to help you take your photography business to the next level, enforce business health and profitability, and create a better work/life balance. The BBC is designed to address areas that are most often neglected in collegiate and industry photography training - managing your business based on goals, numbers, and understanding of key functions in your business including but not limited to:

- Goal-Setting & Critical Hiring
- Studio Management
- Business Formation and Organization
- Cost of Sales & Break-Even Analysis
- Business Planning and Forecasting
- Marketing & Sales Plan Development
- Branding
- Web-site Development
- Immediate Marketing & e-Marketing
- Streamlining Workflow
- Taking better photos straight out of the camera
- Communications
- Sales & Merchandising
- Office Management & Customer Service
- Product Development
- Pricing and Packages

We believe that change happens in baby-steps and in small group environments; therefore, each BBC is comprised of *no more than eight studios at a time*. You will truly have an opportunity to work on what your business needs the most!

Since everything stems from understanding the foundation of your business, we are including the Profit Center DVD as a prerequisite for all participants.

Expect to come prepared with hard work put in beforehand. We will start by reviewing what you've learned through the Profit Center DVD lessons and will work together from there - on what you need the most. \$999 investment, \$899 for Atlanta BBC classes. Come for only \$99/month with our BananasEDU Total Business Makeover program!!



For additional information, advice from BBC “survivors,” a schedule of upcoming Boot Camps and to register online go to:

www.BananasEDU.com