



Jeanne Richardson started her photography business in 1982 when she began taking photographs of clients at her home in Andrews. Six months later she opened a studio, Jeanne Creations Photography. In 1984, she relocated to historic downtown Georgetown. Then, in 1990, Jeanne purchased land for a studio building and moved the studio to its present location on Church Street. The land in the back has become, “The Outback”. She has designed and built many one of a kind props and scenes.

She has been the Executive Secretary of Professional Photographers of South Carolina since the mid-1990s, and is the former president of that group. Jeanne has won numerous awards for her photography and service, including the prestigious National Award for her dedication to the art of photography. She also won the Southeastern Award for outstanding service in South Carolina and the Governor’s Award. She has received her Craftsman Degree from PPA. Jeanne also speaks at several different engagements throughout the year on a variety of interests. Jeanne shows people tried and true techniques like suggestive selling to help add major dollars to their bottom line.

Since the beginning of Jeanne's career, high school seniors have been her main focus, and she has now become one of the most widely used non-contract senior portrait photographers in the state. Each summer, Jeanne has average sales of \$1000 and several seniors’ orders are in excess of \$4000. Many of these customers return for additional services.

Jeanne has the ability to put her clients at ease and has never known anyone who she couldn't make smile. A natural behind the camera, she truly loves the memories she creates through photography. That is why she devotes much of her time to helping others learn.

Building Styrofoam Props & Untold Secrets of Marketing - Jeanne will present a two part program, revealing her unique marketing secrets—how to retain the clients, easily add EXTRA \$\$ to all your sales, educate your clients so they add \$\$ to your account and much more.

The second part will be Designing and Building Styrofoam Props. She will demonstrate to you, source information, complete design and finishing.