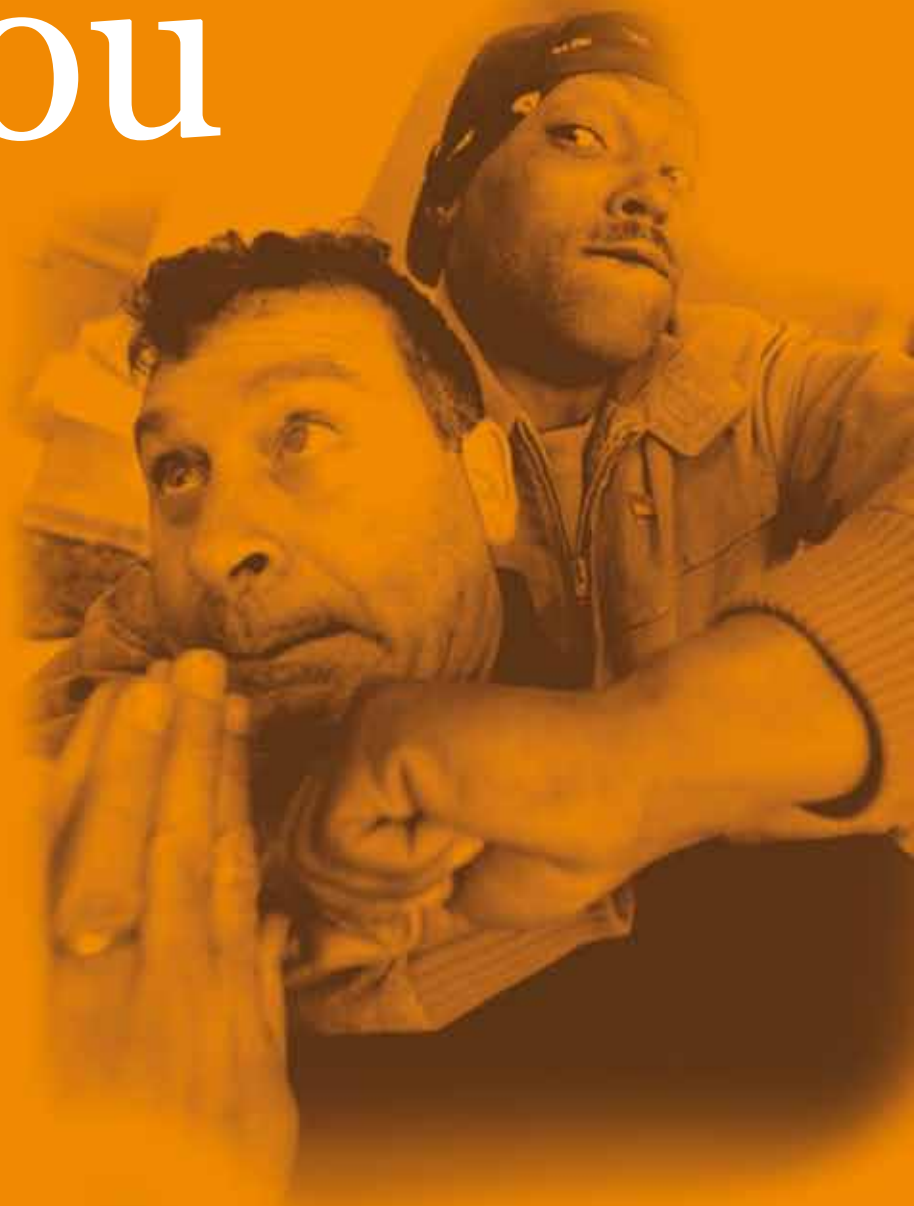


A Business &
Photography
workshop you
won't want
to miss!



Is your business making you enough money?

Do you know you loved photography once – but can't quite remember why?

Are you starting a new business and need the right help?

Find out all this and more at this unique business workshop with the 2008 Canon Australian Photographer of the Year Mercury Megaloudis

BIG BUSINESS IN TOUGH TIMES



Get an edge over your competitors with this special workshop! Mercury will take you stepby-step, showing you the tools he uses to consistently achieve great sales figures and will share with you the secrets that have allowed his financial success.

Topics will include:

- . Doing great business in bad times
- . Marketing techniques
- . Transforming your studio operations
- . Streamline your production systems
- . Branding yourself
- . Finding your own style
- . Artistic Weddings and Portraiture
- . How to stand out from your competition
- . Make the kind of money a professional ought to earn! AND MORE!



WHO IS MERCURY?



Mercury Megaloudis, of Melbourne Victoria, is recognized as one of the most passionate photographers in the industry. After 20 years in the wedding portrait business Mercury would be one of Australia's leading photographers. Mercury is a four time master of the Australia Professional Institute of Photography and a double master New Zealand Institute of Professional Photography. He is renowned

for his zest for life and is one of the most enthusiastic working photographers today. All his energy makes learning from Mercury fun for fellow photographers. Mercury's business philosophy is, if the work is not good enough it will not sell. So be enthusiastic, creative, inspiring, and passionate, and the rewards will roll in.

Mercury Megaloudis has a passion for people and photography and anyone who has ever met and spoken to him will agree that his energy and enthusiasm is truly contagious. His portraits are uniquely different and combine a blend of contemporary style, personality and detail.

Mercury runs a high end business Megagraphics Photography. His photographs speak from the

heart, filled with emotion, joy and impact. His designer work and original ideas have gained him respect not only with his peers but with his emotional clients. He has judged, lectured and presented at conferences both nationally and internationally.

Always looking to break new ground has made Mercury different and the best in his field.

RECENT AWARDS

In 2008 Mercury was the proud winner of:

Australian Portrait Photographer of the Year

AIPP Canon Professional Photographer of the Year

AIPP Highest scoring print

AIPP Highest Scoring Portrait

AIPP Three National Gold Awards





I can honestly say, i got more out of Mercury's seminar in one day, than i did at the seminar's i went to at WPPI.

Mercury won't hand feed you, but give you the little ' light bulb ' moments that will open your eyes to new ideas for your own business.

From understanding how Mercury works, right through to why Mercury loves what he does, he will open up your mind, flush out the negative, and bring back the positive.

Thank you for allowing me to see again, why I love my job !!

Kelly Munce
Photographer

WHY EVERYBODY LOVES MERCURY...



What a month October was... If you missed the programs with Mercury Megaloudis, you missed a great chance to change the way you see and present things in your business. American photographers have always admired our Australian counterparts, and wondered why they are always years ahead of us here in the states... I thought I had seen all the really hot Australian photographers and their sexy seminars... well, let me tell you, for the first time ever I am excited to report that I actually had a dramatic increase in sales after using the

techniques I learned from Mercury. No BS... actual cash in my pocket that would not have been there had I not attended this seminar!

When you meet Mercury, you know he's real. He's so energetic, passionate and his spirit just moves you to 'really see'. He's not a 'big ego' kind of person, but one you could feel comfortable with – as if you have been good mates for years, sitting around sharing a cold beverage once you finally found an 'inconvenience store' that sold beer. Mercury showed us that you don't have to beat each other up in competition, but instead seek out the real reason people should hire you – the thing that you have that no one else does. It's hard to find something that others can't say, 'so what?' to... but once you discover it, you have really made it. He shared techniques and ideas for the sake of the craft, and I am sure he'll continue to inspire us to do great things photographically that not only make us

money, but feed our soul, and more importantly, the souls of others. It renewed my promise to capture imagery that shows the emotion, passion and story of the rituals and people I photograph. If you only capture images to make money, you are missing it.

Seeing the city in which I live through Mercury's lens in images captured while he was here made me 'see' San Francisco in a whole different light. The crumbling ruins of Alcatraz and all its secrets, the color play and harmony of a BART station, a tear of emotion captured at a simple wedding at City Hall, and amazing wide shots of places I have never discovered here in my own home city – places that look like elsewhere in the world, gone unnoticed. When he's photographing, he connects with the subjects through the lens in a way I have not witnessed before. Seeing that photography persona come over him once he's got the camera to his eye was one of my favourite things about his visit. We spent a lot of time

with Mercury while he was here, and I don't think there was a moment when his camera was very far from his hands. He loves what he does and is exceptional at it in every way. Those of us who got to study with him will see things differently and hopefully create a change in our own work and our businesses.

UPDATE: I am really excited about the way things have been going in just the few weeks since I attended Mercury's Seminar! My sales have been consistently about \$500 - \$700 over my average using the new techniques I learned... I had my largest portrait sale to date and can see it going up and up! Goes to show you, when you think you just can't afford a seminar, it certainly pays for itself and then some... for less than a hundred bucks, I now have a pretty substantial return on investment...

Kimberly Sayre
Mill Cottage Photography, USA



When I first asked Mercury what I could do to improve my wedding sales, he immediately said “put your prices up by \$1000”.

I was very scared by that thought.... Based in a small country town on the edge of Sydney I didn't think my client base could afford the increase. I thought I would lose bookings and eventually lose business.

In fact this price increase changed my client base and changed my income. It actually increased the number of bookings I was taking and changed my wedding product for the better.

Now I constantly average over \$5,000 in wedding sales and I just hit the BIG one and made a \$9,000+ album sale!

I am now thinking of increasing my prices again, because Mercury made me believe that I am worth every cent!

Kylie Lyons (M.Photos)
NSW AIPP State president

CAROL MILLER PHOTOGRAPHER

In 2006 I invested in travelling to Australia to spend time with Mercury. Mercury in business is the real deal.

Mercury was such a great help to my business. He taught me a lot about pricing and sales, giving me the confidence to charge prices I am worth.

Mercury is such an inspiring photographer. The knowledge he shared with me has transformed my business and changed my life for the better. Mercury's advice has even enabled me to achieve my biggest sale yet for portrait sitting – an amazing \$36,000!

Carol Miller
Colorado USA



WORKSHOP DETAILS

PRICE

For only \$195 (or \$175 if you invest before May 18th) you get to spend a day with Mercury Megaloudis, one of Australia's best photographers.

Mercury will share with you his business knowledge including some fantastic tips for increasing sales in bad times, the secret to his success and loads of great ideas.

WHAT YOU GET

Morning tea, lunch and afternoon tea will be provided.

WHEN AND WHERE

Wednesday 26th May 2010.

This workshop will be held at the Rob Roy Hotel in Adelaide SA.

IMPORTANT

Workshop numbers are very limited. We recommend you register early to avoid disappointment.



HOW TO APPLY



Don't miss out on the energy and passion this award winning photographer has to offer!

To express interest in this fantastic opportunity visit:

<http://www.online247.com.au/mega/form2.php>

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DISCOVER THE SECRETS OF BEING A SUCESSFUL PHOTOGRAPHER

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megagraphics photography

www.mega.com.au

mercury@mega.com.au

p: (03) 9379 6636

136 Mascoma St Strathmore VIC 3041