



The Everling's

Karen & Lew

Programs 2014

- ◊ Under Siege
- ◊ Marketing & More
- ◊ Social Mediarology
- ◊ Team work and Off Camera Techniques

Under Seige

- o 3 hour program highly motivational looking at how companies throughout history have dealt with competition, and adverse economic conditions to survive. This program engages attendees to look at their “WHY” and how to define themselves and separate themselves from their competitors.

Marketing & More

- Lew & Karen work together through this 5-6 hour program covering topics from Logo's, Branding, design, and consistency throughout your company. From website to social media, business cards, client presentation etc. We cover ideas on how to make economical client presentations that look professional, while consistent with branding. We also address file sales verses print, and show off delivery options.
- Workflow to keep your time to being your time spent the way you want it. Using Google tools, to keep calendars, schedule events and other scheduling tools.

Marketing & More

- o We will take you through the key points of:
 - o Branding
 - o Logo
 - o Print & Mail Media
 - o Email
 - o Facebook
 - o Twitter
 - o YouTube
 - o Linked-in
 - o Instagram
 - o Blogging
- o The importance of each as it applies to getting you found by clients who want you!

Social Mediarology

- o This 4-5 hour program is dedicated strictly to Social Media. Covering the subtle tricks and tips on each to get you moving again on the overloaded skies of social media. I will hit the 4 major fronts, as well as those low pressure items that make a difference.
- o Facebook
- o YouTube
- o Linked-in
- o Twitter
- o Instagram
- o Blogging

Team Work and OCF

- Working as a couple may seem tough, but really its not. We showcase how we work with off camera flash, posing groups, weddings, couples, and even tag team senior sessions. As a husband and wife team we capture some fun times, while still having fun on the job. 3-4 hour program will take you through our system of shooting and production right down to delivery.

Availability & Fees

- While at conferences we make ourselves available for Questions and Answers the entire time. We do not leave immediately, welcome conversations and round table discussions. We also love to attend and participate in the events as questions don't always come to mind immediately during a program.
- Fees are \$2000 plus travel expenses, mileage \$.565 per mile from Cedar Falls, IA and hotel for the nights of arrival and night after program.
- Visit www.leweverling.com or www.musephotodesign.com our websites.

Sponsorships

- We currently do not accept sponsorship money from labs, as we use a variety of vendors for our products. We also feel this gives the attendees the most **HONEST** view of what we **REALLY** use every day.
- We **ONLY ENDORSE** those we use actively, give us the best value for service provided and fit our needs and style.
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