



Monthly Meeting



But Why? Your Unique Way to Success

presented by Nadra Edgerley

www.NadraPhotography.com

www.TheConfidentCreatives.com

Wednesday, April 3, 2019

6 to 9:30 p.m. | Derryfield Country Club

What is your “why”? When you know with confidence how to answer this question, then you understand what is unique about your business, how to approach your branding, and how to find and attract your ideal clients.

In this business intensive, Nadra takes you on a journey to discover your “why” through a series of strategic and entertaining exercises. Together, we’ll find your values and define a clear mission statement that then reveals the direction your business should move toward to achieve real success; success as determined by you.

When your values meet your business and your business aligns with your “why,” oh child, get ready. Life gets good! Be prepared to work, think, and dream bigger than you think you should.

Nadra’s one-on-one coaching business, The Confident Creatives, helps photographers stop chasing the pack by defining their unique way. In our competitive indus-

try, this saves creative professionals time, money and frustration. Learning this also rescues you from a lifetime of overworking and underachieving. Through this

class, Nadra shares how to cultivate your “why” throughout your specific brand, selling proposition, and art.

Nadra began her career in photography over 18 years ago in northern California after graduating with a bachelor’s degree in Studio Art. Nadra draws out the connection between people who love each other most in the world. She combines her art background, technical skill, and years of experience to bring out

the best in others. The result is beautiful imagery that lasts for generations. Hundreds of weddings and thousands of beautiful moments later, Nadra is not only an accomplished photographer but a mentor and business coach to photographers and small business owners. She lives on the coast of southern Maine with her husband and four children.

“Nadra made me feel confident in a big scary field I felt adrift in. She encouraged me to try out things I wouldn’t expect, and pushed me to ask for what I deserved. With her encouragement, I have tripled my gross income.”

– Justin McCallum

Join us for a buffet dinner and socializing from 6 to 7:15 p.m., followed by the program from 7:30 to 9:30 p.m. Register online by Friday, March 29, at nhppa.com/event-3237408. Dinner is \$25 and can be paid online or at the door. For more information visit www.nhppa.com or contact Chris Keeley at chris@chriskeeleyphotography.com.