

FOUNDATIONS WITH CLIENTS















**ALTER YOUR PERCEPTION  
EXPERIENCE THEIR REALITY  
ACCEPT THE POWER OF POSITIVITY  
ENCOURAGE VISUALIZATION  
MAKE AN EMOTIONAL CONNECTION**







TO BE CREATIVE...  
EMBRACE YOUR  
**FEARS**









And she did recover and rise again.

Older, wiser, bruised, buoyant, strong again, Copeland anticipates an “insane” 2014. A good insane. *Life in Motion* has just been published. Diet Dr. Pepper features her extraordinary story in their One-of-a-Kind campaign. A documentary is in production. Project Plié, ambitious, groundbreaking, is already attracting serious corporate sponsors. Copeland herself is unabashedly, unequivocally, “completely committed to my career, and to ABT, for at least the next decade.” Proof positive: she’s back in the spotlight, in “Coppélia,” dancing the lead.

But for all Copeland’s accomplishments, perhaps none mean more than a wobbly home video posted to YouTube last year. We see a young ballerina on her birthday, opening her last, best present: an autographed pair of her heroine’s retired pointe shoes. When she sees, understands, she stops short, overcome.

The girl is white. The shoes are Misty’s. The tables have turned. Copeland has come full circle. ☺





Fears about yourself prevent you from doing your *best* work, while fears about your reception by others prevent you from doing your *own* work.

*Art and Fear*

David Bayles and Ted Orland





WHY?















I was referred to you by the New Haven Lawn Club and I was pleasantly surprised when I visited your website. I am not photogenic; thus I hate pictures. My fiancée is gorgeous and she loves pictures. On top of that, the thought of posing for pictures causes me to break out in hives.

That being said, I really like your work in a way that makes me slightly uncomfortable. I think you may have the potential to make the uncool look very cool.

Would you happen to be available on 9/12/15? If you are, I would definitely like to set up some time so that my fiancée can grill you.

Take care and thank you for restoring my faith in photographers.

Willis [REDACTED]

513-[REDACTED]-[REDACTED] (yes, it's an Ohio number but I really do live in CT)

Sent from my iPad



**Q. How important is photography to you? We'd love to know what attracted you to us and our photography.**

A. As the groom, I considered wedding photography as a necessary evil. I cringe at the thought of taking photos and can't remember the last time I saw of photo of myself that I liked. Wedding photos and even a videographer is very important to my fiancée. She is extremely close to her family, some of which are elderly, and views photos as a treasured keepsake.

I was attracted to your photography because it appears as if you capture moments versus taking a picture. The thought of seeing photos that I didn't know occurred excites me much more than pretending to be models – which we are not.

**Q. We'd love to know more about your wedding plans, especially what you're doing to make your wedding special or unique for you. Tell us what you envision your ideal wedding to be like. We love details, so don't be shy!**

A. Not 100% sure what we are going to do to make our wedding unique. Music and alcohol (blame the fact that I'm from VA) will play a big role. We really want to create an environment that is visually appealing without being stuffy. We want people to get excited about getting dressed up but end loosening their bow ties and dancing like they might win a trophy. We don't want to do gimmicky stuff but want it to be fun and sexy.

**Q. How did you hear about us? We treasure our referrals and would love to say thank you!**

A. The New Haven Lawn Club asked what we were looking for and said that you were "the one". Plus, they said our personalities would mesh well. That can only mean that you are a little crazy.



We're beyond honored to be part of your lives. There aren't enough words to show our true gratitude to our clients, so we try to show it in photos and the energy we put into creating an honest, whole hearted rendition of your experience, your lives and your love. I suppose the difference between us and a used car is that what we do together will last forever and it's something you can't touch. It's all the energy and emotion of why you're doing this in the first place.

I also suck as a sales person, I'll always let you know why I think you should do something, but ultimately it's your choice. I can only offer what I believe in. And I just want to make

**From:** Willis ██████ <████████@gmail.com>

**Subject:** Re: Meeting Information

**Date:** December 19, 2014 11:40:00 PM EST

**To:** "Concierge@jagstudios.net" <Concierge@jagstudios.net>

Portland, LA and AZ in Jan then off to UK, Istanbul and HK (maybe) in Feb/March.

Regarding your perceived lack of sales skills -- it works for you. You give off a very genuine vibe so it never feels like a pitch. I truly get the impression that the art is your passion and the business is the necessary evil that allows you to live and have some fun along the way.


Sent from my iPhone

aspect of the wedding was going to be and I am starting to feel like your crew capturing the moments is going to be the piece that brings everything together; coupled with the photo booth and the booze. I think I selected the right stuff but let me know if I missed anything major.

We can take you to Barcelona since there is a strong possibility that it will be location for the pics.

I will look you up on the West Coast when I'm out there. I have a couple of work trips and bike trips planned out there.



A photograph of two men in business suits floating on green inflatable chairs in a swimming pool. The man on the left is smiling and has his arms outstretched. The man on the right is holding a drink and also has his arms outstretched towards the first man. The water is clear blue with ripples.

**Trust each other again and again.  
When the trust level gets high enough,  
people transcend apparent limits,  
discovering new and awesome abilities  
for which they were previously unaware.**

-David Armistead







# STRUCTURE

*noun* struc·ture 'strək(t)SHər/

the arrangement of and relations between the parts or elements of something complex.







**ALTER YOUR  
PERCEPTION**























ACCEPT THE POWER  
OF POSITIVITY

















# ENCOURAGE VISUALIZATION

















ALTER YOUR PERCEPTION

EXPERIENCE IS REALITY

ACCEPT THE POWER OF POSITIVITY

ENCOURAGE VISUALIZATION

MAKE AN EMOTIONAL CONNECTION