

# what the HELGA!



Oscar

March, 2010

season is in the air. Why do those celebrities always look so darn good? Well my dears, if you had professionals doing your hair, make-up and wardrobe and a **PROFESSIONAL PHOTOGRAPHER** who knows exactly how to light you to make your inner star shine, then you too would look like Ann Hathaway in all of your photos. Well, okay maybe not Ann Hathaway, but at least Maggie Gyllenhal. To celebrate Oscar Month, we're running our first annual **HELGA HEADSHOT MARATHON**. During the last weekend in March we're slashing our headshot sittings from \$650 to \$450. Imagine – a **PRO STYLIST** getting your face and hair perfect and a **PROFESSIONAL PHOTOGRAPHER** getting your best angles and your best lighting. You're the star, and we're your entourage! Then, imagine this perfect image as your facebook photo, on your website, and on your business cards. It really makes a world of difference. It's one of those things that before you do it you wonder why on earth you'd ever spend the money – but afterwards you realize that it was the best money you ever spent. I could go on and on about first impressions, but you already know all that! Spots are going fast, so please book soon. \* Hey, I'm off to Las Vegas for the biggest photo event in the country – the prestigious WPPI (Wedding and Portrait Photographer International) to brush up on industry trends and technology – the improvements never end! I'm looking forward to brushing elbows (brushing lenses?) with some of the greatest in the field and I promise to only spend \$10 on blackjack. Ok, maybe \$20. But that's all. Ok, maybe \$25. Then it's off to LA for a very high profile wedding. I will have to somehow find the time for an In-And-Out Burger before the shoot. Then back East for some more weddings and the Helga Headshot Marathon. While we're on the subject of Weddings, the good news is that I'm getting **VERY** booked. The bad news is that I've had to turn some folks away because I've been so busy. So **PLEASE BOOK EARLY!** You can't even guess how many requests I've had for 10-10-10. (Maybe I'll bet 10 on roulette in Vegas!) **MOTHER'S DAY** is creeping up on us. Book now for that family portrait you've been meaning to do forever. There isn't a mother on earth who doesn't want that for Mother's Day. Or, give mom a certificate for a portrait for herself! \*