



Igniting The Spark

I provide a **service** for families and individuals to **create and capture memories** that last a lifetime. I love photography and I've made it a point to **learn from the best** in the business!



Influencers

There are so many individuals I look to in their **approach to business** and how they **cater to their clientele**. I love the **business model** of fellow photographers Sandy Puc and Julia Kelleher.



Achieving That Wow Factor

I've based my business on a **boutique, in-person sales model**. It's catered to each individual and their needs. I work very hard to find the best products that are **made in Canada**, hand crafted, and heirloom quality. I base my product and pricing line on what I believe would **benefit my clients the most**, and I do my best to ensure they receive **what best suits their needs**.

Words of Wisdom

Educate yourself in all areas of your business. It was a **big eye opener** to see how much is involved in running my own business. Your **clients deserve the best** so you need to stay on top of trends and **improve your skills** as much as possible.



www.coletteorfeo.com

Why The Strait Area

After talking to **family and friends** in the area, I knew that people really **valued the contribution** photography makes to their families and businesses. So, I made the decision to continue **working in the field** I love so much.



Hopes and Dreams

My goal was to be **self-sufficient** and contribute to our family income. I love that it provides me with the **flexibility to spend more time with my family**. In the years ahead, I hope that I will be continuing to provide people in the area with **high quality photography services** and I hope to grow into a **larger studio location**.

