



2017 Year in Review: Heather Conley, Heather Conley Photography

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Name & Title: Heather Conley, Architectural Photographer

Company Name: Heather Conley Photography

Address: Suffield, CT (home office, address by request only)

What was your most notable project, deal, transaction or professional achievement in 2017?

Creative collaboration with a new client on a 40 s/f corporate interior renovation transformation project from progress through final results. The spaces were designed to attract and retain great talent, while reflecting (their) client's organizational culture. The role of powerful imagery was a valuable storytelling tool to visualize project success and helped my client get more exposure for their accomplishments and is helping bring them more new work.

What was the best decision you made in 2017 and why?

Automating my marketing efforts and bring on more experts to freelance for my team. One of my amazing business coaches once said to me, if you want to be a laser beam (versus a flashlight) you must focus on what you love doing. My two favorite aspects of my business are shooting photography and being with my clients. If the work I do is not either of those two things, I hire it out.