

# ALEXANDRIA PRO™ MONTHLY

September 2009

Alexandria Professional™ Practitioners  
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## Portfolio Building

### A photo says it all...

It's never too early or too late to start building your portfolio. We can tell you first hand how much we wish we had pictures of unique clients we have sugared in the past from albino skin, ethnic and fabulous before and after sugaring make overs. I can't count the times we've said, "oh I wish we had taken a picture".

Having great pictures of your work is mission critical with the evolution of the Internet and social media. Magazine editors, local media as well as clients are looking to see your "work" and what better way to document your career. Client testimonials are just not enough anymore and given the visual aspect of our industry the best way to capture the moments are in pictures.

To help kick start the portfolio building Alexandria Professional™ is holding the first annual "capture the magic" contest.

Send us your best client before and after pictures or your best client picture with a testimonial.

You can email your pictures to Lianne Wilcox directly and our team will choose the best of the best just in time for the Holidays. The best in show will receive a digital camera of their own so you'll always have a camera on hand in your sugaring studio to capture all the best shots.



Photos must be in for submission by October 31st.

Email your pictures to: [lisannew@alexandriapro.com](mailto:lisannew@alexandriapro.com)

Photos must be jpg or tiff files and include your name, salon and clients name along with a short description of the sugaring services performed any client comments or testimonial.



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**ALEXANDRIA Professional™**

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