

BUSINESS PROFILE

Nihart Photography

Similar to many small business owners and busy moms, Sharon Nihart started her photography business in the pursuit of "something more."



She had a desire to connect with herself and other people. Photography opened the door to learning more about herself and eventually helping other people tell part of their own

story. Sometimes the story was focused on business, and other times it was a celebration of a relationship. Whatever the reason, Sharon's passion for portrait photography helps stories come alive and allows for connections to be nurtured and cherished.

As a mom of three children, Sharon understands the delay of updating family portraits. She understands the challenges of early mornings, long nights, a packed calendar, and how it leads to tunnel vision that busy moms often experience. Losing sight of the little moments happens so easily and that is why she encourages you to think of *Life in Portraits* — a timeline of memories.



Why? The benefits are clear.

- You will have the chance to visually journal your family's relationships with each other, noting the subtle and delicate changes that occur through the progression of life.
- You will be investing in art that not only has financial value, but more importantly, has personal value.
- You will bypass the regrets so many people experience when they realize the importance of the "growing up" years that have quietly slipped away without portraits to reflect their family history.
- You will be providing a tangible legacy for your children and your children's children as each new generation finds themselves reconnecting with the past.

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NIHART PHOTOGRAPHY

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Sharon recommends the following stages for your *Life in Portraits*:

- Babyhood (newborn and 1st year)
- Toddlerhood (18 months-2 years and 3 years)
- Childhood (age 5 and age 7)
- Youth (age 10 and age 12)
- Young Adult (age 16, then age 17-18)



With all the challenges that come in and out of our lives, she encourages people to keep memories fresh by formulating a plan for how portraits will be seen in the home so the stories will continue to be shared. Sharon will be with you throughout the process — from the design consultation to the moment your artwork is displayed in your home. She approaches a family session as a photographer and has the knowledge to incorporate interior design.

There is an energy that feeds her soul when she makes connections with any individual or business owner who is driven to improve their life and the lives of others. While she enjoys creating beautiful portraits for families, she also enjoys working with women who are maturing in their careers, advancing in their business, and looking forward to new adventures.

As Sharon connects with others through networking and community events, she realizes that many consumers interact with

businesses online before they “walk through the door.” As a result, your client’s first impression is often happening on your social media or your website. It’s happening well before your first face-to-face meeting.

So, when you need to make a first impression and you only have two-tenths of a second online to wow your audience, you need an expectational business portrait. Having a professional business portrait can reinforce values, demonstrate you are a professional, and create a positive connection with an audience. It allows your clients to see your passion, expertise, and professional and/ or casual side depending on your line of work.

When you are ready to look and feel your best, plan a session that will provide you with portraits you will be proud to display in your home or on your website.

For additional information, please contact Sharon Nihart at 484.300.8745 or email: portraits@nihartphotography.com.

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