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# ***P*DN's** **Promos** **We Kept**

Photoset

February 14, 2013

1 note

**BUSINESS** **YEARS** **STORY**  
**Photo: Jeffery M. Hirsch** **Joe Coran** **Joe Coran**  
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[illegible]

[Blaise Hayward](#) put his environmental portraits of small business owners into a great promo recently. The images of hardware and clothing store owners, fishermen, bar owners, beekeepers and more, are very engaging. Hayward also includes a short paragraph about their businesses. He presents the work in a 5x7-inch perfect bound book, printed on Neenah uncoated paper, with a silver-foil-stamped cover. The last spread includes Hayward's own story, which ties his own life and work into the presentation. "I have worked for myself since I got out of school, so in a sense I too am a small business," Hayward told us via email. "I was able to really relate to these people in a way that enabled the pictures to be honest. The subjects were themselves, no styling, no hair and make-up, no pretense." Hayward reports that the promo has helped secure two ad jobs shooting small business owners. To have a closer look [download a PDF here](#).