

ALBUMS



THE DESIGN PROCESS

- ▶ Clients choosing vs. you choosing
- ▶ If you choose, start the design quickly
- ▶ If they choose, how does that work?
- ▶ The importance of choosing without counting
- ▶ Designing yourself vs. outsourcing
- ▶ Fundy Designer for album designs
- ▶ Proofing via Album Exposure



ALBUM UPGRADES

- ▶ Get it in their minds early that they'll upgrade
- ▶ If they expect to upgrade, they will
- ▶ How do you upgrade? More images, more pages, double volumes, all of the above
- ▶ What is your upgrade payment policy?

