

# SELLING ALBUMS

by Rob Greer

# Options

many approaches to selling albums

# Getting Harder

fewer clients seem interested in albums

# Achieving Success

better presentation, better designs, better sales strategies

# PRESENTING YOUR WORK

# Differentiate Yourself

show better albums than your competitors

# Printed Samples

nothing more powerful than holding albums in their hands

# Website

show several samples online



# Promote Your Sales

album product photography

# Videos

youtube or vimeo slideshows set to music

# Complete Weddings

substitute albums for galleries

# ALBUM MANUFACTURERS

# Popular Brands

Finao, Renaissance, Graphistudio, Queensbury, Leather Craftsmen

# Other Brands

West Coast Albums, KISS, Forbeyon, Madera

fin · ā · ō<sup>®</sup>

# ALBUM DESIGN



# Philosophy

my approach

# Storytelling

tell the story

# Less Is More

tell the story with fewer, larger images

# Impact

larger photos have more impact

# Negative Space

you don't need to fill the page

# Shoot for the Album

from Jerry Ghionis

# Spreads

every spread is a stand-alone story

# Rhythm

vary the number of images and design



# Consistency

lighting, emotion, color, tonality

# Repeating Templates

perceived coherence

# Weak Images

reduce size to reduce issues

# Begin & End

with wow spreads

# Seams

between subjects only

# Attention Spans

flipping pages

# Simplicity

tell short stories

# Include Transitions

further the storytelling



# Avoid Trends

trendy designs are quickly dated

# Perfect Wedding Album

20 pages, 10 photos

# WPPI

learn from watching the album competition

# Real Wedding

the force awakens

**ROB GREER**  **PHOTOGRAPHY**

# Design Software Options

Adobe InDesign, Fundy Designer, SmartAlbums



# MAKING THE SALE



# Explain Value

printed photographs as heirlooms

# Build Credibility

awards can help

# Share Stories

talk about your most important family photos or albums

# Client Stories

ask clients about their most cherished photos

# TOOLS

great photography, engaging design, album upsell technique

# Strong Photography

sales may falter without strong images

# Engaging Design

the more appealing the design, the easier the sale

# Album Upsell

increasing sale beyond basic album



# Concept

design more pages than originally purchased

# Ideal

album design you present is too amazing to resist

# Result

client purchases additional pages

# Two Approaches

sell images or sell pages

# Methods

predesign or client favorites

# Predesign

design album without client input

# Benefits

you don't need to wait for clients

# Challenges

requires greater client trust, change requests more likely



# Client Favorites

clients pick their favorite photos

# Benefits

fewer change requests, greater client acceptance, larger purchases

# Challenges

waiting for clients, favorites selected aren't always best

# Why It Works

clients have picked the photos they love

# Client Instructions

suggest 50 to 60 photographs

# No Hard Limits

but allow clients to pick any amount

# More Favorites Selected

harder to remove spreads

# Alternative Offer

use your best judgment to pick the best images



# Then Overdesign

50, 100, 200 pages

# Overlooked Benefit

clients feel better having spreads to cut

# Similar Page Designs

one with client picks, one with your picks

# Don't Assume

you never know who will want to buy more pages

# Law of Averages

you won't upsell every client

# 1 Client

stick to original purchase

# 1 Client

buy 4 – 6 extra pages

# 2 Clients

add 20 extra pages



# 1 Client

add more than 20 extra pages

# Reduce the Wait

don't release files until favorites are picked

# Thank You Photos

provide up to 4 full size photos on request

# Early Release Option

immediate release of all files for a one-time fee

# DESIGN MEETING

# Live Event

critical to success

# Online Proofing

armchair album designers

# In Person or Skype

local or out-of-town clients



# Show Slideshow

inspirational



**PROSHOW<sup>®</sup>**  
PRODUCER

The ultimate HD slideshow tool

# Short Duration

3 – 4 seconds per spread

# Big Screen TV

large images have greater impact

# YouTube

send a HD link via Skype chat

# Don't Forget

hide slideshow after your meeting

# Observe

watch your clients as they watch the slideshow

# Record Your Clients

potential sales tool



# Natasha & Ben

client preview with explanation slides

**ROB GREER**  **PHOTOGRAPHY**

# FINAL SELECTION

# Physical

printed pages

# Electronic

filter by star ratings in lightroom

# Making Choices

yes, no, maybe

# Iterative

they'll go through the spreads several times

# Selection Stress

never share the page count



# Documentation

note changes on paper proofs

# Initials

client writes “OK” and initials each page

# PRICING

# Determine Costs

sales meeting, design, review meeting, retouching, ordering, product

## your heirloom

20-page \$1200

30-page \$1950

40-page \$2400

50-page \$2700

# Offer Discounts

incentivize for larger album sales

# Huge Discounts

even bigger discounts for bigger purchases

# CLIENT COMMUNICATION



# Sample Verbiage

detailed and continuous communication aids the sale

After you send me your list, I'll reply letting you know that your album has been entered into my design queue. My **goal** is complete the album design within 30 days after the receipt of your list.

Once the album draft is complete, I'll send a follow-up email letting you know that your album is ready for review. Then we'll set a **mutually convenient time** for you guys to both review the draft of your design. During that meeting you'll offer feedback, choose the album cover, and **approve the final design**.

After that design approval meeting, I'll enter your album into my retouching queue. My **goal** is complete the retouching of all album photos within 30 days after you finalize your design. Once retouching is complete, I'll send your order to my album maker. Upon receipt of that order, my album craftsmen **typically** take 4-6 weeks to deliver the completed album.

# CONTRACTS

# Cover Your Ass

contract clauses related to albums

# THE Message

“the most important thing I’m going to tell you today”

Electronic copies of photographs will be made available after the ALBUM design is approved.



The CLIENT may provide a written list of photograph filenames for the album design. The STUDIO reserves the right to omit certain photographs based on the artistic preferences of the STUDIO.

If the CLIENT fails to provide the LIST within 90 days after the photographs are made first available to the CLIENT, the STUDIO may, at any time and at the STUDIO's sole discretion: a) DESIGN the album using the best judgment of the STUDIO; or b) extend the LIST deadline without notification.

If the CLIENT does not provide the LIST within one (1) year, the CLIENT may be subject to additional fees for DESIGN and ALBUM manufacturing. If the CLIENT does not provide the LIST within two (2) years, this AGREEMENT is fulfilled and the CLIENT waives all further ALBUM rights.

After the STUDIO receives the LIST, the STUDIO will DESIGN the ALBUM. The STUDIO will complete the DESIGN within thirty (30) days.

The STUDIO will notify the CLIENT that the DESIGN is available for review at the STUDIO location. At the REVIEW, the CLIENT may request changes related to the DESIGN.

The DESIGN is not made available to the CLIENT outside of the REVIEW. If an additional REVIEW is requested by the CLIENT, additional fees may apply.

The REVIEW is by appointment only and is scheduled on a first come, first-served basis at the convenience of both the STUDIO and the CLIENT.

When the CLIENT requests changes during the REVIEW, the STUDIO and the CLIENT will provide written documentation for any requested revisions.



ALBUM manufacturing and production times vary, but typical delivery is four 4 to 6 weeks after the DESIGN is submitted to the manufacturer. The STUDIO will inform the CLIENT as to the estimated delivery of the ALBUM as soon as is reasonably possible but makes no guarantees related to the manufacturer delivery date.

For the purposes of this AGREEMENT and in reference to the ALBUM, a PAGE means the left side or right side while a SPREAD means two facing pages.

The STUDIO allows up to five (5) changes to the ALBUM during the REVIEW. Actions not counted as changes include: a) removal of a PAGE or SPREAD; b) removal of a photograph with no replacement, and c) replacement of a photograph with another of the same aspect ratio.

Modifications beyond five (5) changes are billed at a rate of \$50 per change. Actions counted as changes may include, but are not limited, to: a) adding photographs to a PAGE or SPREAD and b) advanced retouching.

Additionally, the redesign of a PAGE or SPREAD may count as multiple changes at the sole discretion of the STUDIO.

The STUDIO does not guarantee the aesthetic quality of the ALBUM if changes requested by the CLIENT are contrary to STUDIO recommendations.

The STUDIO may elect to DESIGN an ALBUM with more PAGES than are specified in the COLLECTION. Upon reviewing any additional PAGES, the CLIENT may a) at no additional cost, remove PAGES from the DESIGN to meet the PAGE quantity specified in the COLLECTION; or b) purchase additional PAGES for an additional fee.

If the CLIENT purchases additional PAGES, the STUDIO will perform retouching and order the album only after the STUDIO receives full payment for the additional PAGES.



The STUDIO does not guarantee the total number of images that will appear in an ALBUM or DESIGN.

Except as otherwise specified by this AGREEMENT, the STUDIO will not provide the CLIENT with the photographs that were retouched for use in the ALBUM except where they appear in the ALBUM.