

## EFFICIENT & PROFITABLE ALBUM DESIGN & SALES – WPPI 2013

Albums = 1<sup>st</sup> family heirloom

Doing albums well is integral if you want to reach a high-end market:

HIGH RES IMAGES < \$3,000 < ALBUM

Album profits 2012 –

Shot 13 weddings; sold 9 albums; clients spent \$31,712; studio profited \$24,709

1. PRODUCT
2. DESIGN
3. SALES WORKFLOW

### PRODUCT – WHAT ARE YOU GOING TO SELL?

- Gazillions of album companies. My favorite — Queensberry (New Zealand) – High-end quality & service
- Simplify the choices for your clients: 1-2 options
- Show studio samples – Can't sell it if you don't show it.

### DESIGN – HOW ARE YOU GOING TO MAKE IT PRETTY?

- 2 options:
  1. Design In-House (best for studios with employees or if you LOVE designing albums)
  2. Outsource (best for new businesses, businesses without employees and photographers who just want to shoot)

- Design in-house
  1. Software: Adobe InDesign or Photojunction
  2. Adobe InDesign: Steeper learning curve; software costs \$
  3. Photojunction: Easier to learn; software free – [photojunction.com](http://photojunction.com)
  4. Create your own templates or get a faster start with Album Design Templates for use with Photojunction: [photojunctiontemplates.com](http://photojunctiontemplates.com) \$50 for a bundle of 150 templates – 3 styles & orientations
- Timeless Design Tips
  1. The fewer images per page the more importance you give to them— don't make the pages too busy. And if they do have a lot of images, use a structured layout.
  2. If you use color as a part of the background of the page, pull the color from one of the photos so that it ties the page together and compliments the photos
  3. Use negative space as a way to draw attention and importance to an image
  4. Make your favorite image the focal point of the page
  5. Don't use images as backgrounds or make images opaque. These are both outdated trends
  6. Avoid excessive overlapping of images—this creates a busy effect
- Outsourcing
  1. Recommended for new businesses & those without employees
  2. Various companies available. Best one: Align Album Design. Clean designs, \$4/page in 4 business days or less. 3 rounds of revisions included. Each studio gets ½ off their first design!  
[alignalbumdesign.com](http://alignalbumdesign.com)

## SALES WORKFLOW – HOW ARE YOU GOING TO SELL IT EFFICIENTLY & PROFITABLY?

- Album Pricing – 300 - 500% mark-up, general rule-of-thumb
- Price based on # of spreads
- Don't wait on your client to pick images. Pre-design the album

- Speak is key. Do it fast so that client creates emotional attachment to images & design --Preferably before you post all the wedding proofs online
- My schedule for Sat. wedding: Monday blog (cc 80-100 favorites; blog 30 images), Wed. album design (cc 150-200 add'l), Sat. proofs online
- Up-sell. Size the album so that it tells the ideal, most beautiful story of the day – generally larger than what they ordered. (i.e. client orders 75 images/17 spreads; design 200+ images/30-34 spreads)
- Keys to remember if up-selling:
  1. Make sure that you educate clients on the process up-front
  2. Client can delete spreads from pre-design to narrow down the album to the size ordered or choose to upgrade at that time.
  3. Charge a certain price per additional spread (\$120-\$190)
- Up-selling + Outsourcing

ordered 20 spreads     $\longrightarrow$     design 30 spreads

\$160     $\longleftarrow$  (Align = \$8/spread)     $\longrightarrow$     \$240

\$240 - \$160 = \$80 risk

client pays \$120/spread to upgrade

upgrade 1 spread (\$120) -- you make \$40 on risk  
upgrade 2 spreads (\$240) -- covers entire cost of outsourcing!!!

- Proof the design online using Queensberry's Workspace:  
<http://workspace.queensberry.com> (If using Align, proofing will be done through Album Exposure without any Align branding – clients type comments underneath each spread)
- Email client to let them know design is online, you designed larger than what they ordered but they don't have to make any choices yet until all proofs are online.

- After proofs are online (a few days later) email client album design revision form (on next page) or instructions for Album Exposure
  1. Use email template (signatures of your email program)
  2. 2 rounds of revisions included; each additional is \$50
  3. Ask them to make revisions swapping vertical for v./horizontal for h.
  4. Share pricing if they upgrade & incentives for ordering full design quickly (20% off upgrade if they order full design in one month; 10% off if they order full design in two months)
- Once design is approved, touch up each page & image individually to make sure it's perfect before placing order. (Export layered .psds from Photojunction or request them from Align)
- Place order – have it shipped to you and check it/package it before sending on to client.
- Put in contract that if album design isn't finalized within 6 months after the wedding, cost of album goes up by \$500 – covers your costs as album companies raise prices over time.
- In business use principle of plugging leaks – figure out how to make sure an issue doesn't happen again by fixing the system.

Workflow resources & forms including Email Templates are available for sale here:  
[melissajill.com/photographers](http://melissajill.com/photographers)