



6 THINGS YOU CAN DO RIGHT NOW TO START SELLING ALBUMS

THE ALBUM WORKSHOP
albumworkshop.com

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1. GET A SAMPLE ALBUM

First and foremost, you need a sample album. You've probably heard this a million times, but this time **you're actually going to do it.**

There are a ton of suppliers out there for every style and every budget. I know you may feel like you don't want to spend the money, but trust me, this is what will **make your album sales take off.** Maybe you feel like you just can't decide on what album to go with. Well, I'll let you in on a little secret: you aren't marrying your album supplier. You can switch it up at any point, even mid-way through a season (I did, four years ago). So look through a couple of options (it's great to try to source local) and choose an album that fits your budget and brand.

Bonus Tip #1: Most Album Suppliers offer discounts for Studio Samples so you can save on your initial investment. Also, as long as you price your albums right, you will recoup all of your investment back on your first sale.

ALBUM SUPPLIERS

Here are a few places to start when looking for an album supplier: Dekora, Queensberry, Atkins Lab, Millers Lab, and Bay Photo Lab.

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2. TAKE SOME PHOTOS

Now that you have the album, you need to have content to share on your platforms. When taking photos of your album remember to show off it's **unique feature** and the spreads that are really eye-catching. Capture the **texture of the cover**, show off the **title design**, and be sure to showcase the **type of pages and paper**.

Bonus Tip #2: Use props and backgrounds that align with your style and brand. If you aren't sure where to start, look at the colour palette of your website and pull colours and inspiration from there.

PROP IDEAS:

- Photographs
- Flowers / Petals
- Ribbon
- Cameras
- Old books
- Plants
- Package box
- USB

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3. CREATE AN ALBUM PHILOSOPHY

This might sound more daunting than it is, so don't be discouraged! The first thing you need to start selling albums is an album philosophy. **Why are albums important to you and why do you believe all your clients should get one?**

If you don't know how to answer these questions right away, reflect on why it's important to **preserve photographs** and the opportunity to **have your work and memories outlive you**. This is where your passion for selling albums can stem from.

Remember, your clients deserve to have their photos preserved forever and you're the one who needs to make that happen.



4. ADD A SECTION TO YOUR WEBSITE

Whether this is a separate information page or a little blurb on your home page, find a spot that works for you. You can take your **album philosophy and share it** in the that section. If you have already completed Steps 1 & 2, that's great! **Add a couple of photos** to show off your beautiful albums!

In this write up you want to **address your potential clients**, expressing what an album could mean to them. You can mention your process and anything that you include with your albums (think of **what differentiates you** from your direct competition).

Bonus Tip #3: If you are still waiting for your sample album in the mail then you can use the photos provided by your album supplier! (they usually offer them to you when you sign up for their services).

Bonus Tip #4: If you have the means to create a video of you showing off one of your sample albums this will put you a step ahead in showing your clients how masterful a photo album can look.

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5. WRITE A BLOG POST ABOUT ALBUMS

Now that you've highlighted albums on your website, let's get you some **high quality evergreen content**. Take an afternoon to write a blog post about albums. This could be '*5 Reasons Why You Need a Photo Album*' or '*The Most Popular Style of Albums*'. Create a post that helps your clients see **why having a photo album should be important to them**.





6. CREATE A SOCIAL MEDIA POST

Alright, you've made it! Now that you've completed steps 1-5 this one should come pretty easily. You can use your social media post to share the content you've created with your clients and potential clients! In your social media post, **focus on talking about it from a client's experience.** Your clients / potential clients want to know what albums should mean to them, not what they mean to you. You can tell a personal story but always make sure you are relating it back to your album philosophy.

Again, if you already have photos of albums, GREAT! You can use that content for your post. If you don't have any sample albums yet you can use the photos from your supplier OR take photos of albums or prints you have at home (**I bet your clients would love to see your parent's wedding album or photographs you've framed of your family**).



7. IT'S YOUR TURN

You've gone through the whole mini-lesson now it's time to **put these steps into action**. Here is your worksheet where you can commit to yourself to repeat the steps above.

1. Write down the type of album and the lab you are going to use to order your sample album:

2. Write down the two types of props you are going to use to align your album photos with your brand:

3. Write out your album philosophy:



7. IT'S YOUR TURN

4. Create a sentence talking to your potential client about why they need to have an album:

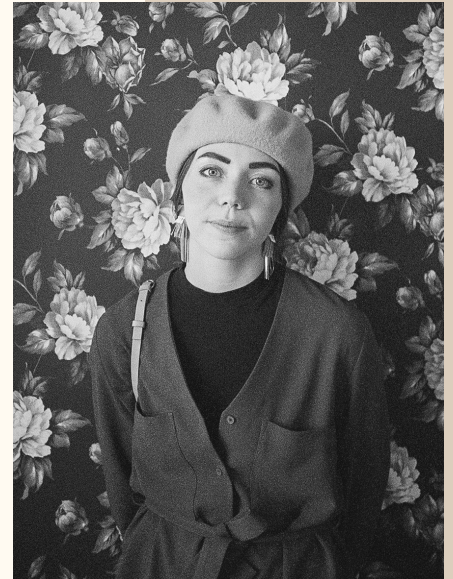
5. Write out the title of your blog post:

6. Write out your caption for your social media post:



WHO AM I?

I'm Ryanne Hollies, **the host of the online Album Workshop**. My background in fine art and curation has given me the knowledge to design masterful album layouts and my experience in the wedding photography industry over the past 5 years has helped me become an expert in selling albums, **adding an additional \$50k to my bottom line in 2019**.



WHAT IS THE ALBUM WORKSHOP?

Well, like you, I'm not a salesy person. I understand that as a photographer you might not inherently have the skills to design and sell albums.

So I created an online course that gives you an actionable plan that not only shows you how to **DESIGN GORGEOUS ALBUMS LIKE A PRO** — but also how to **SELL THEM TO EVERY SINGLE CLIENT**.

Pre-Sale registration is on now. **Visit www.albumworkshop.com for more information or to register.**





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