

# HOW TO INCREASE YOUR SALES

3XM

YOUR SELLING MADE SIMPLE



*The world of photography  
is changing...*

*...don't get left behind*

## WHAT'S IT ALL ABOUT?

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We've seen first-hand the great success that photographers across the world are having by implementing what is ultimately a very simple sales process and the results are truly astonishing. The process has been designed around a number of core principles which we will talk about during the course of this e-book. You'll learn about:

- The power of print and why it's key
- Living in a digital age
- Understanding how your clients think, feel and behave
- Branding – what it is and why it's important
- What to sell
- Traditional Sales Process Vs The "Sell More" Process
- Real world pros and their real world stories
- Pricing Tips
- Benefits for you and your client

There are no smoke and mirrors and it's not rocket science. Whether you're a wedding, portrait, newborn, glamour, senior or boudoir photographer, the information in this e-book will help you become the awesome photography business you were destined to be.

So, are you interested in learning how you can increase your sales?  
If so, let's go ...



feel  
photos  
emotion  
memories  
interact  
forever touch

# THE POWER OF PRINT

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## FACT: People prefer printed images

It has been proven that as humans, we feel a deeper connection to a printed product versus an image shown to us on screen. When we feel, touch and interact with a print, emotions are evoked and memories are revived.

Without prints, families will lose memories and events will be forgotten. Preserving history is important. Make sure your clients never forget, give them something they can treasure forever.

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*“They can feel the weight of the paper, look at the quality and really study the image.”*

Rhiannon Buckle,  
ZZZone Photography Studio

*“In the long term, I believe physical prints will continue to grow in value.”*

Brian Muir,  
Air Image

*“For me, the value is in the print because that’s what’s going to be preserved for years and generations to come.”*

Wendy de Craemer  
Zoom Foto-Atelier

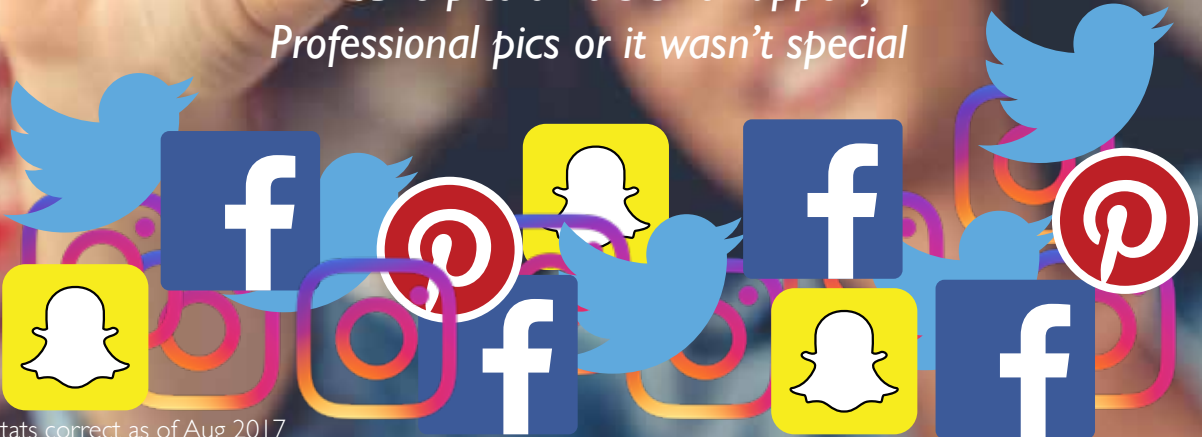
Visual content is over 40 times more likely to get shared on social media than other types of content

1.2 TRILLION digital photos will be taken in 2017 and this is growing by 9% year on year



300 MILLION photos on average are uploaded to Facebook every single day and 60 million to Instagram

*Mobile pics or it didn't happen;  
Professional pics or it wasn't special*



Stats correct as of Aug 2017

# WHAT ABOUT DIGITALS?

## But don't we live in a digital age I hear you say?

Of course we do. Nowadays, everyone has a digital camera in their pocket, taking selfies is a daily occurrence and nobody knows you're on holidays until they see your beach snaps on Facebook. The world is changing faster than a Snickers disappears at a Weight Watchers meeting and technology is at the core of it. We all have an abundance of easily accessible images sitting beside us in that shiny rectangular shaped object so many of us treasure.

So what does all that mean for you as a photographer? This is the now generation. People expect and demand things instantly. It's what they're used to. They also live online and want their photos in a digital format so they can update their status at a moments notice. At the end of the day, you can't ignore digitals. They're not going anywhere and if your client wants them, well ... shouldn't you sell them what they want?

### Everyone's a photographer – or are they?

Yes, digitals are everywhere. Yes, more and more people are taking photos. But they're almost throwaway moments – proof that you were there, with them or did that. To capture really special events or a specific time in someone's life, people still want the creativity, the artistic flair and the technical expertise that only a professional photographer can deliver. It's up to you to elevate your brand. You are an image-maker. An artist. Make sure you don't get lost in the sea of "faux-tographers".

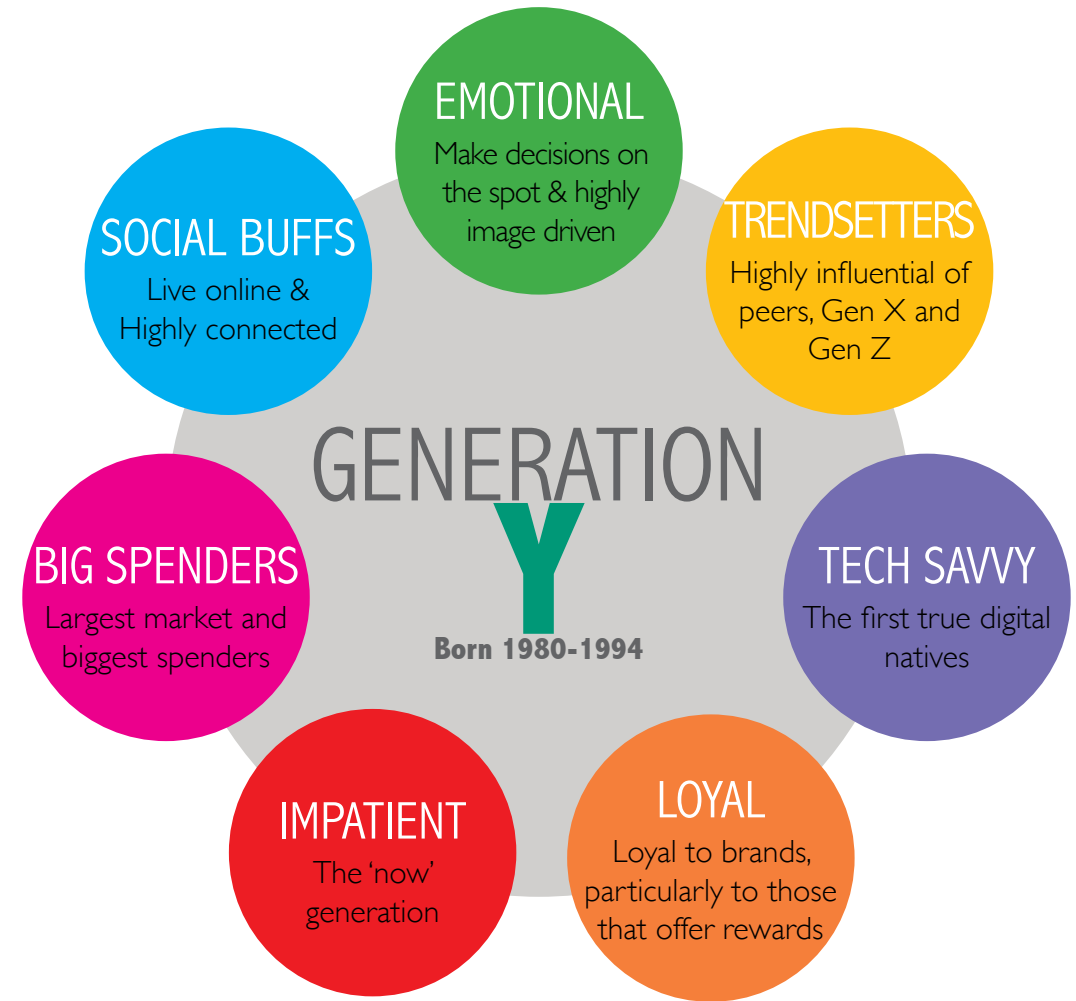


# WHO ARE YOUR CLIENTS?

## Understand how your clients think, feel and behave

Knowing your customer is a key step to achieving success in any business. Generation Y (aka Millennials) are an important group to look at for a number of reasons.

- **BIG SPENDERS:** Millennials have recently become the largest generation in world history and are set to become the biggest spenders
- **SOCIAL BUFFS:** They are very much a social generation with social media embedded deeply into almost every aspect of their lives. It is therefore imperative that your business has a strong presence on social media with paid advertising campaigns to attract new business. It can also be a wonderful source of referrals from happy clients when they share your work on social media
- **EMOTIONAL:** Make them feel special. GenY love to feel a personal connection and crave exclusivity. They care much more about the “experience” than previous generations. They are also emotionally charged and tend to make decisions on the spot. It has also been proven that Gen Y value a tangible product more than a digital image. In fact, they attach very little value to a digital image. A digital image is just a given in their minds. Having said that, they are still highly image driven and like to make personal statements with their images – usually in the digital world of social media and the web



# WHO ARE YOUR CLIENTS?

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- **TECH SAVVY:** The first true digital native generation, they spend a huge proportion of their time online and on mobile
- **TRENDSSETTERS:** Gen Y play a key role in influencing their peers, inspiring Gen Z and influencing generations before them when it comes to brands and buying. They seem to feel more empowered and more entitled than any generation before them. You can even make a living out of it (... think social influencers on Instagram... think Kardashian!)
- **IMPATIENT:** Gen Y are very much the “now” generation. Technology feeds their appetite for instant gratification through social media, online shopping and real time streaming. They are not a generation who are used to waiting for things and generally have a short attention span as a result
- **LOYAL:** Given their short attention span, it is a common myth that Gen Y just hop from brand to brand looking for the best offer; they are actually surprisingly loyal. Loyalty rewards are a big incentive and nearly half of Gen Y are willing to promote products, brands and services through social media in exchange for rewards. As we said earlier, they also place a very high value on the experience and personal attention they receive and this alone can encourage them to promote and refer a product or experience they find really special

# WHO ARE YOUR CLIENTS?

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We have specifically focussed in on Generation Y in this case but you shouldn't ignore other generations either. For instance, women over 50 (Baby Boomer Generation), have more disposable income than at any other time in their lives. The principle is that you need to consider the characteristics of each generation and alter your marketing strategy to target them in the most effective way.




# BRANDING

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## What it is and why is it important?

Years ago, branding was defined as a logo, symbol, slogan or a combination of the above which identified the products or services of a company. Today, it is much more complex and more important than ever in the world of marketing. It's a personality. It's the perception or feeling a person has when they think about you or your business. Everything you say, the language you use (whether it's in person, how you answer the phone, your posts on social media or on your promotional material), the imagery you use, the creativity behind it, the experiences you create – EVERYTHING you are, say and do represents your "brand".

In order to be successful in branding, you must understand what your clients and prospects need and want. Only through this understanding can you emotionally connect with them and thereby motivate them to invest in you. A good brand will deliver a clear message, confirm your credibility and encourage customer loyalty. People love to talk about brands they like or experiences they've had so a happy customer is almost guaranteed to generate referrals. In a world where news travels faster than ever, the power of a strong and positive network of loyal customers has never been more valuable.



*"My clients invest in me & they trust me to deliver an exceptional experience. This extends beyond the photo shoot to the products that I deliver. Any products I offer my client have got to be a true reflection of my brand. For me, that's all about quality, artistry, creativity and professionalism."*

Wendy de Craemer – ZOOM Foto-Atelier, Belgium



*"Once they see their beautiful pictures on the wall and then put them in the beautiful folio box, it sells itself."*

Lenka Jones Portraits, UK

# WHAT TO SELL

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## Don't just sell photos, sell an experience

We've already talked about the impact printed images can have on a person. The most successful photographers use this knowledge to design their sales process which ALWAYS includes a print viewing.

The impact of touching, feeling and interacting with printed images should not be underestimated. Once the prints are in your client's hands, it will be very difficult for them to leave them behind.

You're far more likely to get the sale when you present your photos in this way versus showing them on screen. Having said that, many photographers also include a video slideshow to music or some behind the scenes footage of the shoot during the viewing session. This is a perfect emotional primer prior to showing the prints.

## The perfect product

It's also extremely important that you offer your client a must-have product. Folio boxes are the new kids on the block. They have very quickly become the most sought after and desired product for this new age in the world of photography. There are many reasons why folio boxes are the glass slipper, the perfect fit so to speak and we'll discuss these in the coming chapters.





*"The most gorgeous folio box – an absolute must have"*

Sarah Holmes, La Femme Portrait



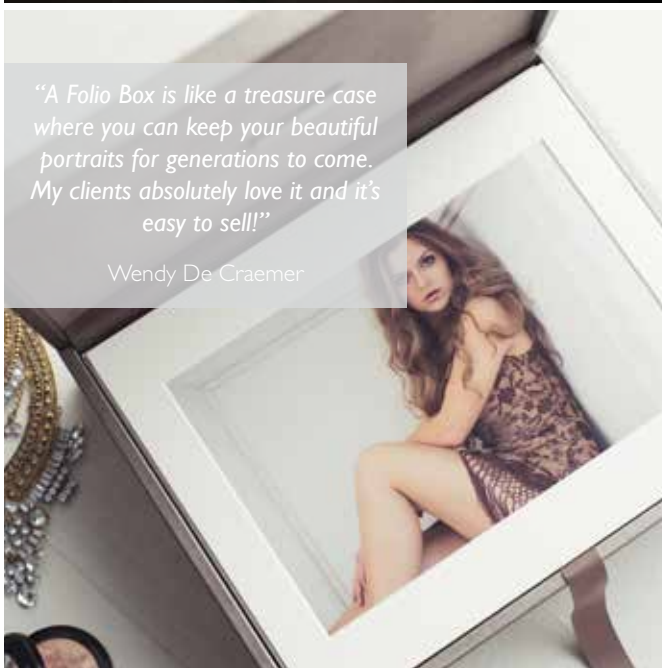
*"They are a luxury product and my clients LOVE them"*

Dawn Tolmie, TLC Photography



*"They allow me to create a stylish, luxurious and boutique feel for my clients"*

Joanne Charles



*"A Folio Box is like a treasure case where you can keep your beautiful portraits for generations to come. My clients absolutely love it and it's easy to sell!"*

Wendy De Craemer

## WHAT IS A FOLIO BOX?

Before we get stuck into how to sell it, let's talk about what a folio box actually is

A folio box has been described as a "box of treasures" or a "keepsake box". It's the perfect way to present professional prints along with a USB of digital files that is guaranteed to wow your clients.

If you're not keen on offering digitals (even after reading our earlier section!), you can offer it without the USB. And another thing ... make sure you brand it for an extra special touch.

Now let's look at how and why it fits so well within the sales process.

*"It allows me to offer my clients a wide assortment of images all wrapped up in a single product."*

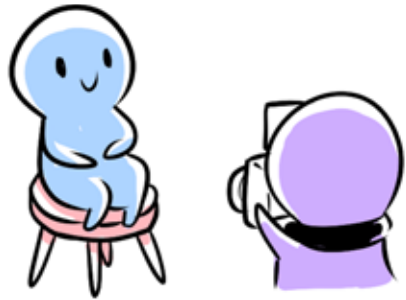
Amber Davis, USA

*"It's an easy way for your work to be presented to your client that will absolutely blow them away."*

Lenka Jones, UK

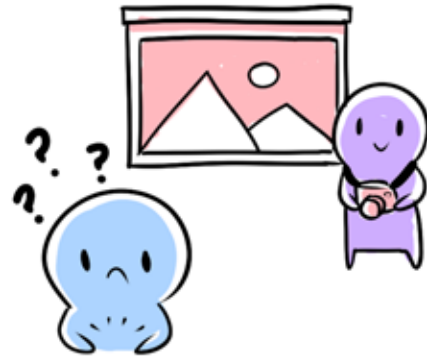
# THE TRADITIONAL PORTRAIT SALES PROCESS

## What most portrait photographers currently do

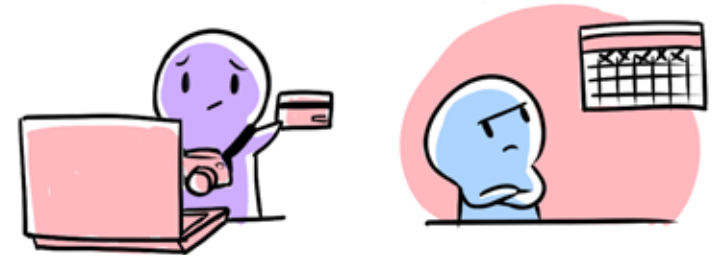


1. **Consultation & Shoot:** Price list may be given to the client and they may be shown products. Photographer does the shoot and client leaves. Client may pay a “sitting fee”.

2. **The Viewing:** Client comes back for a viewing. Photos are shown on screen or via projector. Client needs to make a decision on not only what wall art product they want (including the size that will suit their available wall) but the photo they want to go in it. They also have to try and mentally visualise how their photo will look within the product. This can be a difficult process for the client. When they make a decision, they may or may not pay a deposit. They then leave with nothing.



3. **Ordering Process:** Photographer orders the wall art and pays the lab. Meanwhile client has to wait, wait, wait. During this time, the excitement of the viewing begins to wear off.



4. **Product Delivered:** When the wall art is delivered, the photographer checks the quality and calls the client to arrange the viewing/collection.

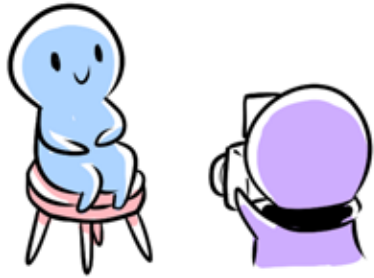
5. **Collection:** Client comes to collect the wall art and pays any money owed. They then need to figure out where and how to hang it.



# THE “SELL MORE” PORTRAIT SALES PROCESS

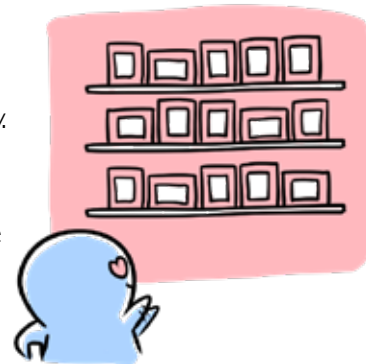
## What we recommend you do

1. **Consultation:** Client has the opportunity to touch and feel a sample folio box so they know exactly what they're getting.



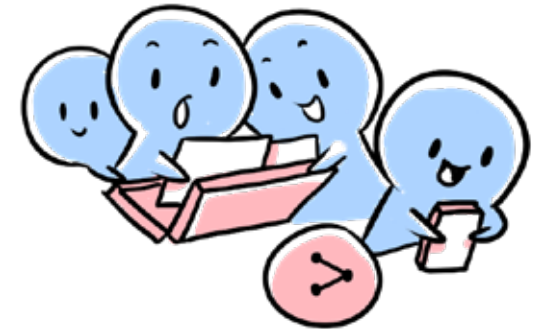
2. **The Shoot:** Photographer performs the shoot and the client leaves with a clear and concise price list. The client may pay a sitting fee which is redeemable against any product purchase.

3. **The Viewing:** Client comes back for a viewing and is firstly shown a slideshow to music and maybe some behind the scenes footage from the shoot to evoke the memory of the day. The photographer has selected, edited and printed the photos from the shoot and presents them in mats (this may be on a wall, on the floor, around the room or as a “secret reveal” where they are already placed in the folio box). The client looks, feels and interacts with their matted prints and chooses the ones for their box. No mental visualisation required! They get to see THEIR pictures in the product.



4. **Client leaves with product:** The client pays for their folio box and leaves with it in their hands at the end of the print viewing session.

5. **Sharing:** Their excitement will be palpable and they will be dying to show their friends their beautiful, professionally produced portraits. If digitals or an online gallery are included, they can also share these on social media. Don't forget to ask them to tag you as the photographer. It's a super way to get referral business.



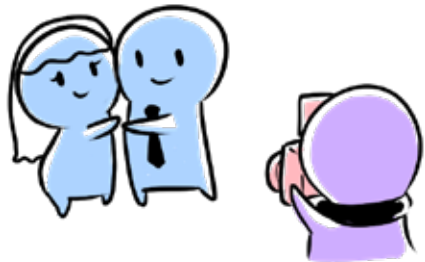
### What if they don't buy?

9/10 will buy! We've spoken to numerous photographers that have never had a client leave empty handed when they switched to this process. For the odd person that doesn't, just ensure you use slip-in mats so you can slide out the prints and re-use the mats. Therefore, you're only down the cost of the prints which you can incorporate into your sitting fee.

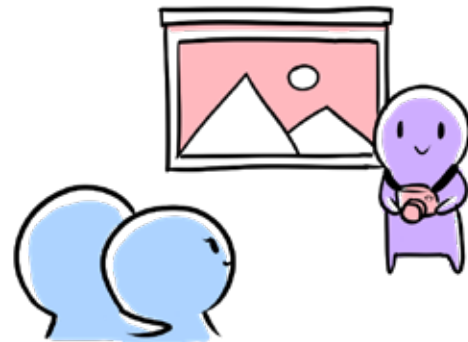
# THE TRADITIONAL WEDDING SALES PROCESS

## What most wedding photographers currently do

1. **Consultation:** Clients choose a package which may be for digitals only or it may include an album. A package price is agreed and a deposit paid. The balance is generally paid shortly before the wedding date.

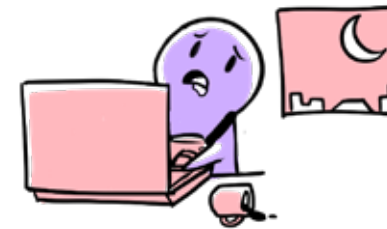
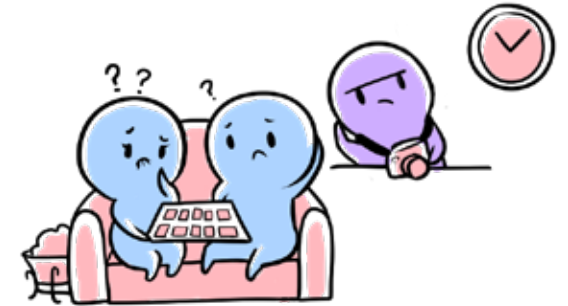


2. **Wedding Shoot:** Photographer does the shoot on the day of the wedding.



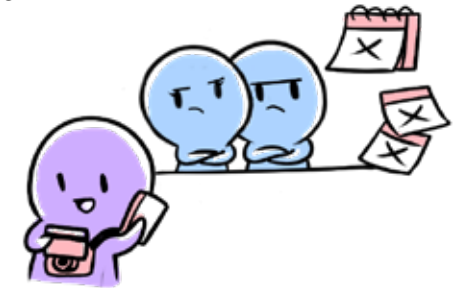
3. **The Viewing:** Clients come back for a viewing. Photos are shown on screen, via projector or on proof cards. They must once again visualise what their photos might look like in an album, as a piece of wall art or even simply as prints!

4. **Proofing:** Clients need to decide what photos they want in their album and how they should be prioritised. The 'proofing' can sometimes extend beyond the viewing day as couples need time to decide what photos they want included. It can be a tedious and long process for the photographer as they often need to follow up with their clients for their selections.



5. **Album Design:** When the clients have made their selection and sent this info back to the photographer, the images need to be edited/retouched and the album designed. Some photographers do this in-house and some outsource it as it is a time intensive activity. A digital proof is sent to the couple and any requested changes made.

6. **Album Ordered:** Once the design is approved, the photographer orders the album. From start to finish, this process can take weeks.

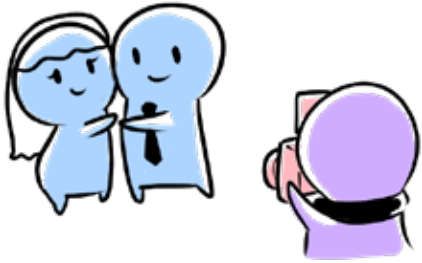


7. **Collection:** When the album is delivered, the photographer checks it and invites the couple back to collect it giving them an opportunity to upsell any wall art products.

# “SELL MORE” FOR WEDDINGS

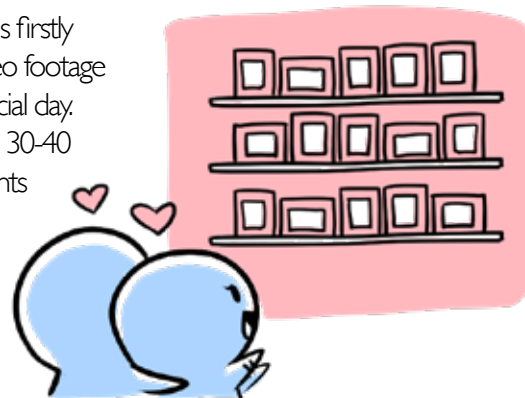
## What we recommend you do

1. **Consultation:** Clients choose a package which will include a main folio box. A package price is agreed and a deposit paid. The balance is generally paid shortly before the wedding date.



2. **Wedding Shoot:** Photographer does the shoot on the day of the wedding.

3. **The Viewing:** Clients come back for a viewing and is firstly shown a slideshow to music and maybe some video footage from the wedding to evoke memories of their special day. The photographer has selected, edited and printed 30-40 photos from the shoot and displays the matted prints in their studio. The clients look, feel and interact with their beautifully presented and professionally produced images and chooses the ones for their box. You can be safe in the knowledge that your clients will be taking home their photographs looking exactly as you intended.



4. **Upselling:** There is a super opportunity to upsell parent boxes or bridesmaid/friend's boxes at this stage if they were not included in the original package. The beauty of the folio and print boxes is that the prints can be specially selected to suit the recipient, thus making it more personal and relevant.

5. **Client leaves with product:** The clients can leave with their main folio box and any other pre-ordered folio or print boxes. Oh and don't forget the digitals!



6. **Sharing:** Your clients will be thrilled that they can instantly share their beautiful wedding photos with their family & friends. If you supply digital files or an online gallery, they can share it on social media too. Ask them to tag you as the photographer to help drive referral marketing opportunities.



### But what about wall art and albums?

You can choose whether or not you want to go on and sell wall art, albums or other products after the folio box sale is complete. Your client will already have their folio box so it lessens the pain of waiting for the wall art or album to be produced and delivered.



*"For me, the value is in the print because that's what's going to be preserved for years and generations to come. We are giving a digital generation back what would otherwise be lost."*

Wendy de Craemer - ZOOM Foto-Atelier, Belgium



Wendy's fave 3XM product is the 11x14 Premium Metallic Folio Box in Champagne.

Photo by: Lenka Jones

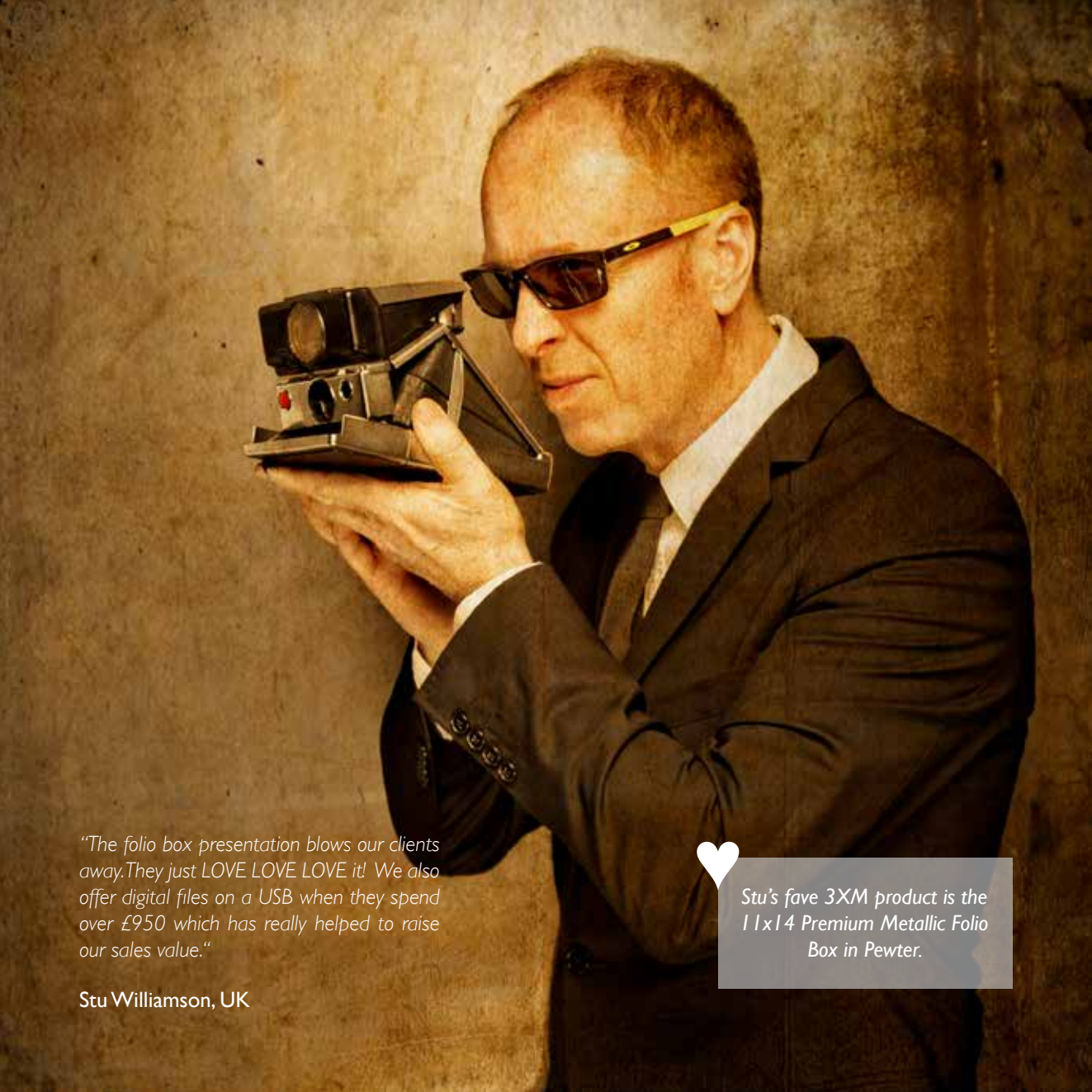
## WENDY DE CRAEMER

**"It's a numbers game mostly, it's a business; it's all about balance"**

Wendy specialises in glamour photography in Belgium and she creates Dream Destination Experiences on a global scale. She offers her clients a glamour shoot experience which includes professional hair, makeup and styling.

10 days after the shoot, she invites her client back for a "reveal". She starts by showing them a behind the scenes video set to music. Up until May 2017 she did a virtual "reveal" whereby she showed her clients' images on screen. She then switched to a print reveal. This involved printing the photos, sliding them into the mats and displaying them on a wall. By making this simple change, her income doubled!

"People can order either à la carte or go for a package. I give my clients a sense that they're in control while I steer them in the right direction. They have 2 simple steps. Step 1: They go for the folio box with the number of images in their chosen package and Step 2: They get to put something on the wall – a frame or canvas or whatever and those 2 combined is a sale. I include high resolution digital files of all purchased prints too. My average sales value is €2,750 but I've had folio box sales of up to €6,000."



*"The folio box presentation blows our clients away. They just LOVE LOVE LOVE it! We also offer digital files on a USB when they spend over £950 which has really helped to raise our sales value."*

Stu Williamson, UK



Stu's fave 3XM product is the 11x14 Premium Metallic Folio Box in Pewter.

## STU WILLIAMSON

**"It's important to have products that people can buy into and that separates us from the snappy brigade"**

Stu's photography business is based in Leicester in the UK. His work covers a number of genres: portraits (45%), commercial (45%) and schools (10%). He currently offers folio boxes for his Senior portraits and Boudoir shoots. His typical sale averages between £1000 and £2000.

" I think that the image has been massively cheapened by the accessibility of the iPhone and the instant picture. As professional photographers, I don't think we should be trying to beat what I call the "snappy brigade" but we should separate ourselves completely as artists and advertise that to the world. We also have to make sure that we have products that people can buy into and the folio boxes we use are of top class quality and really reflect our clientele. It blows our clients away. They just LOVE LOVE LOVE it! Seeing their pictures packaged so beautifully gets them so excited.

Where we have previously sold albums, we now believe that folio boxes are the future. We also offer our clients framed products which comes after the sale of the folio box. They seem to go really well with the folio boxes as they don't clash with it. We also offer our clients a USB with the digital files if they spend over £950 which has really helped raise our sales value."



*"I do printed reveals because we are a now generation - when we see something we want we don't want to wait 2, 3, 6 weeks. That's why a folio box works perfectly for my business"*

Ines Schaefer Portraiture, Germany



*Ines's fave 3XM product is the 11x14 Premium Colours Folio Box in Black.*

## INES SCHAEFER

### **"It will change your world, it will change your business"**

Ines specialises in portraiture for women in Germany. Her mission is to photograph any woman in the world who has ever looked at a picture of herself and not felt beautiful.

" I start my sales process at the initial style consultation where we talk about the shoot itself, how my client wants to be photographed and I also show them what products I offer. A lot of my clients don't know what a folio box is so it's important to show it to them so they can touch and feel it. The moment they hold it, they don't want to put it down.

When they come back for their reveal party, seeing their portraits on the wall for the first time, picking the ones they love and putting them in the box is a wonderful experience for them. They are so excited when they realise they can walk away with it that same day – I get chills every time just thinking about it!

I used to do a digital reveal but having the prints ready for your clients the moment they come in for their viewing session and a product they can take home with them has been a huge game changer and it will up your sales immediately – it did for me! "





*"I think the printed image has greater perceived value than a memory stick but people still want the digital files. The folio box with the USB offers the best of both worlds."*

Brian Muir - Air Image Photography, UK



*Brian's fave 3XM product is the 8x10 Premium Wood Folio Box in Walnut.*

## BRIAN MUIR

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**"There's a vast difference between cost and value. As time goes on, I believe the product we make actually becomes more valuable"**

Brian Muir of Air Image Photography is based in Ayrshire, Scotland. Established in 2006, working in the social photography sector – essentially anything with people: weddings, portraits, fashion, proms and events.

*"* As photographers we have an emotional connection to what we do as artists. As business people, one of the biggest challenges is viewing your business and what you do from an outside perspective.

Everything my business sells has to be about high quality and folio boxes definitely maintain that feel. It also gives my clients the flexibility of choosing a collection of prints rather than 1 or 2 for the wall.

The look on a customer's face and the way they treat their folio box shows that they think of the physical product as something much more valuable to be cherished. Print definitely can and does generate high sales figures.'"



*"My clients absolutely LOOOOVE the 3XM Premium Metallic Folio Box! It looks amazing, it looks expensive and it's a one of a kind box that screams luxury. I love the fact that my clients can walk out of the studio with something they wouldn't be able to buy anywhere else."*

Lenka Jones – Lenka Jones Portraits, UK

*Lenka's fave 3XM product is the 11x14 Premium Metallic Folio Box in Champagne.*

## LENKA JONES

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**“ The fact that they can walk out of the studio with their beautiful keepsake has been a real game changer in terms of sales”**

Lenka Jones is a portrait photographer based in Bray, England. She specialises in magazine inspired photo shoots for everyday women. Her current average sales value is £2000.

“ Our photo sessions are all about empowering women by making them look and feel fabulous and creating the most beautiful portraits they've ever seen of themselves. I like to think that this is an ultimate girls day out experience where we design a dream photo shoot based on what our clients want. It includes professional hair, make up and styling.

Two weeks after the photo shoot our clients come back to the studio for an in person session, to view and purchase their beautiful new portraits. At the viewing, we display their retouched images on the “reveal wall” where the clients can see and choose their favourites to take home with them in their new folio box .We offer four collections with 5, 10, 20 and 30 mats and even if the client purchases a smaller collection, we use this opportunity to let them know that they can fill the box up after their next photo shoot ; ) ”



*"We sell it as a box of treasures"*

**Stu Williamson, UK**

*"I can't wait for my next reveal. I just know that putting this beautiful folio box into my client's hands at the ordering session will guarantee a sale "*

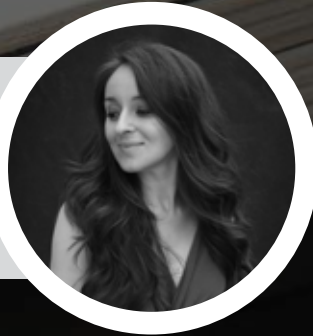
**Amanda, USA**

*"They're a perfect way to treat your memories"*

**Ingrid Talosi, UK**

*"It gives so much value to my work and my customers are amazed by it"*

**Roxana Barbu, Belgium**



*"I am in LOVE with your folio boxes and so are my clients"*

**Ines Schaefer, Germany**

*"They have the wow factor and every client is drawn to them"*

**Agnes Kiesz, Canada**

*"The 11x14 folio box by 3XM is my favorite, and best-selling product to offer. It is a beautiful, high-end looking piece that strongly represents and supports my brand, and showcases my artwork in an elegant way"*

**Sarah Hinchey, USA**

*"It's super important for me to have that wow factor as it represents me and my clients are blown away by them"*

**Sarah Rook, UK**



## BENEFITS AT A GLANCE

- **Increase your average sales values** by capitalising on the impact of offering a tangible product with printed images to your clients. By allowing your clients to engage with them and create an emotional connection to the images, they are far more likely to not just buy, but buy more!
- **Simplify your package pricing** to avoid decision fatigue at the initial stage of the transaction. At the viewing stage, show your client more images than the number in their chosen package which more often than not will result in them buying more
- **Bring the sale forward (and the money!)**: Collect all money owed sooner by allowing them to leave with the finished product on the day of the viewing
- **Happier clients and instant referrals**: You're giving the "now generation" what they want. They can leave with a beautiful tangible product filled with professionally produced prints on the day of their viewing. In their excitement, they're much more likely to share it with friends which will lead to referrals for you. Make it even easier for them to share by including an online gallery. Wendy De Craemer says she gets on average 2 referred enquiries within a 24 hour period of her client leaving the studio with their folio box!
- **No more design time**: Simply re-touch & print the images

Now let's dive a little deeper ...

# PRICING TIPS

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## Keep it simple

Did you know that giving customers too many choices can actually overwhelm them and result in fewer sales or no sale at all? It's true – there's a famous study from Columbia University to prove it! In addition to that, as humans, we can only make a certain number of decisions before decision fatigue sets in.

That's why it's super important to keep your price list simple, so it's easy for your client to choose. Limit it to 3 or 4 packages. Here's an example:  
Offer a folio box, with packages that include 5, 10 or 20 prints. It's as easy as that.

## The emotional playbook

Now that you have all this newfound knowledge, put it into play. The key lies in showing your clients the finished prints when they come back for their viewing. Creating that emotional connection makes it difficult for them to leave those prints behind. It practically guarantees the sale and in most cases, clients will end up choosing more images than what's included in their original package. You'll soon see a significant increase in your average sales value. So what are you waiting for?

Give it a go!

## Pricing checklist

- Create an easy to understand price list for your client to take home at the consultation or shoot. Include no more than 4 package options
- At the shoot, explain to them what will happen when they come for their viewing so they know what to expect
- Create your packages based on the number of prints. E.g. 10, 20 or 30 matted prints in a folio box
- Include high resolution digital files of all purchased prints on a USB
- You can also include a slideshow to music on the USB or some behind the scenes footage. This can be an add-on to a package or you can include it as an additional bonus
- Include an online gallery to allow them to easily share on social media and drive referral business to you
- Be patient! It takes time to get where you want to be. Make gradual increases to your prices and don't be afraid to tweak and adjust your process along the way. Believe in yourself and you will get there



**Top Tip:** To get started, create your opening package with 10 prints and price it at your current average sales value. If you even sell just one package above that, you've already started to increase your average sales value!



# BRING THE SALE FORWARD

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## Cash is King

One of the great things about selling a folio box is the fact that your client can walk away with the finished product on the day of the viewing.

You don't have to sweat the small stuff trying to get clients to sign off on album designs and you're not waiting on long lead times from your lab to deliver finished products.

When you sell a folio box, your client has something tangible to take home with them and can immediately show off their fabulous photos to family and friends. Your client is therefore much less likely to experience buyers remorse.

And have you even considered this yet? You get paid in full on the day of the viewing so YOU don't have to wait on a long lead-time product before YOU get paid. Bonus!



HAPPINESS  
IS

- ✓ Lots of prints
- ✓ Emotional Connection
- ✓ Special Experience
- ✓ Instant Gratification
- ✓ Easy Decisions
- ✓ Digital Copies
- ✓ Sharing with friends

## MAKE YOUR CLIENT SMILE

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We've already spoken about the now generation and how even the simple act of allowing them to take their photos with them on the day of the viewing is a huge tick on their happiness list.

Not only that but instead of forcing your client into choosing 1, 2 or 3 images for a piece of wall art, you're simplifying it for them and avoiding decision fatigue by allowing them to have multiple prints. Your client will also perceive a higher value in 20 of their beautiful photos rather than 1 or 2 large pieces. But that's not to say that you have to stop selling wall art! The photographers we have spoken to say that after the folio box sale is complete, they will go on to sell their client a piece (or more) of wall art. Choosing a photo for their wall art becomes an easier decision as they don't feel they're leaving anything behind with their matted prints all nestled safely in their folio box.

Combine that with digital files of their purchased images and an online gallery for easy social media sharing and now you're ticking all of their boxes. Your client is guaranteed to leave with a huge smile on their face and a story to tell to all of their friends. It's the ultimate referral marketing opportunity. Did you know that 65% of new business comes from referrals and that people are 4 times more likely to buy when they've been referred by a friend? Not only that but they also spend an average of +3.2% more than regular customers. It's powerful stuff! Never underestimate the importance of a happy client :)



## EASY REFERRALS

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One brilliant and super easy way of generating referrals is to provide your client with an online gallery at the end of their print viewing. We've already spoken about how Gen Y live online and by giving them access to a gallery, they can instantly share their images on social media. With a 3XM gallery, the images are accompanied by your details so every share opens you up to potential new clients. It's such a simple idea and yet a very powerful marketing opportunity for you and your business.

It's also a really nice way to deliver digital files to your client and can extend your sales reach too if you decide to offer printed products for sale. This can work really well for weddings and family or newborn portraits where guests, grandparents and other family members and friends can purchase printed products. Since the gallery is hooked into a lab, you can rest assured that your photos will always be professionally produced.

Your clients will also love the fact that they can save their gallery to their phone for easy access to their digital photos making it perfect for sharing with family and friends anytime and anywhere.

To give you an extra helping hand, we'll give you a free PRO 100 gallery for up to 100 images with every Premium Folio Box purchase. You've nothing to lose so why not give it a try?



## NO DESIGN = MORE TIME

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If you currently offer albums or photobooks you'll know all about the work (and time!) involved in designing them for your clients. Think late nights at the computer with endless cups of coffee (or Red Bull!) by your side whilst you pore over the perfect design for your client. If you are selling a lot of them, you may have no choice but to outsource this which of course comes at a cost. Either way, it's a drain on both time and money.

So imagine if you could remove that requirement or even just reduce it – what would that mean for you?

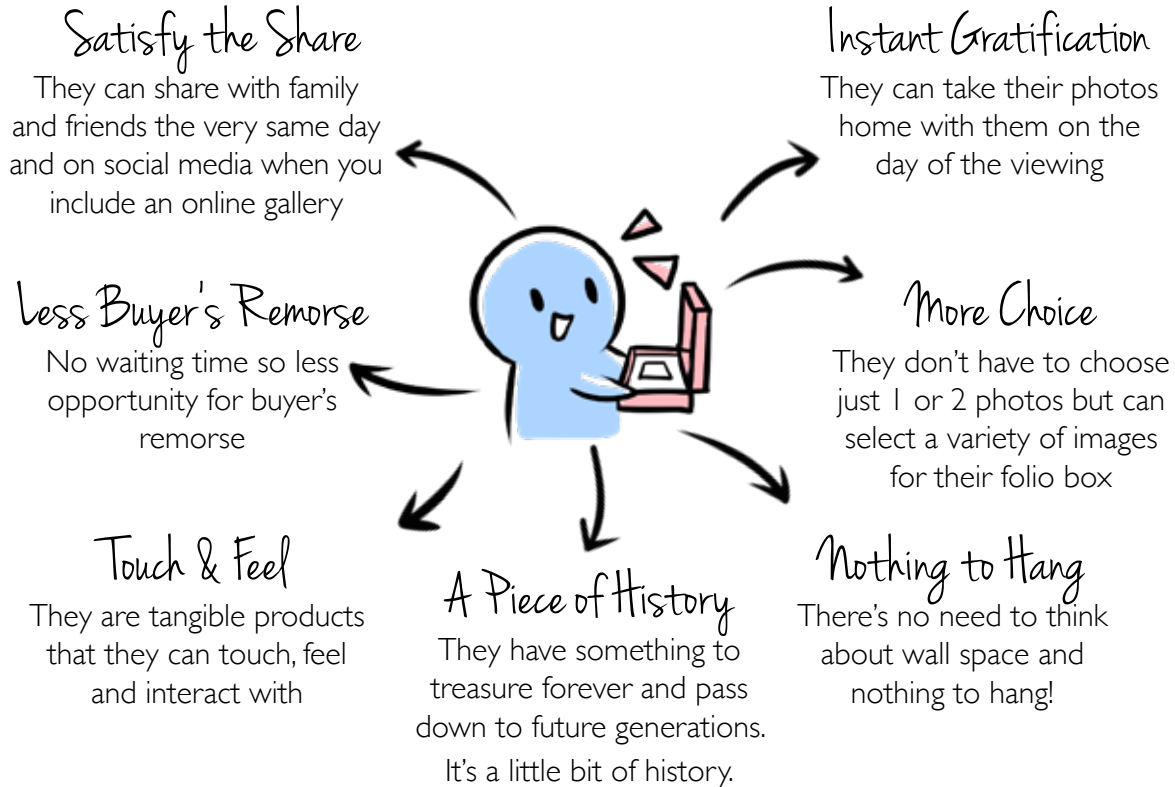
- More time to be a photographer – taking pictures & creating memories
- Less time chasing down clients for their image selections and back and forths at all hours with edits and re-edits
- More time to spend with your family or doing something you love whether it's ice fishing, cliff diving or competitive dog grooming (we're not here to judge!)
- More money in the bank if you are currently outsourcing or employing someone to do it for you

Don't you feel better already just thinking about it?

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## BENEFITS FOR YOUR CUSTOMER



## BENEFITS FOR THE PHOTOGRAPHER



# FINALLY

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We've discussed many aspects of how and why you can achieve great success by following a simple sales process and by offering the right product to facilitate it. With folio boxes, the key lies in how you sell it. Don't just tack it on to the end of your price list as another product. Give it to your client, put it in their hands and let them choose their prints. It's a powerful and emotional experience for them and you are far more likely to make a bigger sale.

Your client will be thrilled and you'll walk away with the money in your pocket, happy in the knowledge that you've created yet another wonderful experience for your client and provided them with a professionally produced family heirloom they can treasure forever. Isn't that what it's all about at the end of the day?

As we said at the beginning, there are no magic tricks to this process. It's super easy to implement and anyone can do it.

The real question is ... why wouldn't you?

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3XM



CLICK & SAVE

**25%** off

STUDIO SAMPLES  
ON 3XM



**Show it.  
Change it.  
Love it.**

The beauty of wall art combined with the functionality of a folio box. Choose your favorite image and frame it in the lid.

#### THE BENEFITS

- Perfectly positioned hero image
- Unique patented frame-like design
- Print mounted securely in the lid of the box
- Easily interchangeable by you or your client
- Perfect display piece for your client's home
- Premium faux leather covered box
- Your signature image won't tilt or fall
- No visible empty space

**3XM**

3xmsolution.com



#### THE ULTIMATE MAT™

— Slide, Lock, Re-use —

#### THE BENEFITS

- Top loading, quality heavyweight mat
- Patented slide & lock design
- Guaranteed to never slip
- Save time with our easy slide design
- Re-usable - simply slide out the print
- No taping or gluing needed
- No assembly required
- White core throughout
- Archival acid-free board

Find out more about our Ultimate Mat  
[3xmsolution.com/ultimate-mat](https://3xmsolution.com/ultimate-mat)

Patent pending GB1718473.0

# WANT THE INSIDE SCOOP?

Stay in the loop and join our growing community of like-minded, ambitious photographers. Let's learn from each other and grow together. The power is in the people. See you on the inside!

## 3XM INSIDERS FACEBOOK GROUP

An exclusive group centred around the business of photography. Be a part of it.

[facebook.com/3xmsolution](https://facebook.com/3xmsolution)

If you have any queries relating to this book or if we can help you in any way, please do not hesitate to get in touch.

✉ [info@3xmsolution.com](mailto:info@3xmsolution.com)

# CONTRIBUTORS



## JENNY JOHNSTON

Jenny is Marketing Manager for 3XM. As well as being the group's first marketing hire, she's also known to be our social media guru, frequent speaker and the go to girl on all marketing matters.



## RONAN RYLE

Ronan is the founder and CEO of 3XM. His role covers many areas including business strategies, sales and marketing. He'll tell you himself – his brain never stops thinking business.



## ZENA RYLE

Zena is 3XM's Chief Design Officer. When she isn't obsessing over UX, branding and all things design, you can usually find her on the back of her horse, Teddy.



## SIMON NICHOLSON

Our man on the ground in the UK, Simon has extensive knowledge of the professional photographic industry having worked in it for almost 30 years.



*“With 3XM, it’s not just about a box, it’s the whole concept of helping us sell to our clients.”*

**Ines Schaefer, Germany**

**3XM**

[3xmsolution.com](http://3xmsolution.com)