

Make an impression with press-printed thank you notes and gifts

## Let's say thanks

Go beyond a simple *thank you* to show clients how much they mean to you. We present several gift ideas to ensure your clients remember more than your photographs into the new year and all year long.

**MOO** produces a variety of products that make special gifts. Printfinity technology affords the option of printing a different image on every card or sticker in the order, so it's easy and affordable to create ultra-personalized gifts. MOO's print quality and signature paper can't be beat.

Use your own artwork, or choose from thousands of readymade designs to create singular **Greeting Card** packs with your logo and text on the back. The standard pack contains 25 cards. As an after-session

thank-you, I'll order four personalized cards for five clients at a time, with images from their sessions. I tie each client's cards with ribbon and tuck the bundle in with the order. When clients send them out post-holiday, the cards serve a dual purpose: They get to show off the images from

their session and I get postage-paid promotion for my business. For the remaining five cards in the pack, I choose another image from each of those five sessions for my own thank-you-for-your-business notes to my clients. Price for 25 cards with envelopes, \$39.99.

There are as many options for MOO **MiniCards** as there are ways to design them. They work especially well in branding, promotion, and packaging. One of my favorite uses is custom play-date cards. Moms love handing out play-date cards with images of their children gracing one side. I love the exposure my studio gets from having my logo and

All images ©Robyn L. Pollman



Template by Dawn Mikulich, dawnm.com

contact info printed on the other side. Because MOO MiniCards are unique in size and feel, recipients always pause to take notice of what's printed on them. I upload five designs to go onto 20 cards for each client. I tie a ribbon around the stack and hot-glue a button on top. I slip the bundle into the client's order as a nice surprise.

I also use custom MiniCards as bag tags. There's not a better way to brighten up a package and make clients take notice. I use a holiday design in season, and the rest of the year, my cards include a cute saying, such as "there's no time like the presents." MiniCard packs start at 100 for \$19.99.

Hop over to the Moo European store ([uk.moo.com](http://uk.moo.com)) and create vinyl **StickerBooks**. You can have up to 90 individual designs per book, starting at \$9.99. I use my MOO stickers to seal and brand envelopes and mini bags, to glue bag tags and more. I always include cute clip art with sayings like "childhood enclosed," "you've been carded," and "take a picture—it'll last longer." StickerBooks make great gifts for wedding clients and seniors. The perforated sheets of labels are easy to pull apart and share. [moo.com](http://moo.com)



### MILLER'S PROFESSIONAL IMAGING

makes one of my most-talked about client gifts to date, **Dry Erase Boards**. Available in 6x9, 8x12 and 12x18 inches, they come with a dry erase marker, clip and both magnetic and adhesive strips. Your client is certain to remember your business if your logo is always front and center in their daily routine. Prices start at \$15.

For a gift that will give you a good rep, Miller's now sells 1.375x3.5-inch **Rep Cards** in smooth, linen, watercolor, and pearl paper with rounded corners. Upload up to 100 images for the card fronts, and one image for the backs. The first 25 cards include a free Rep Card silver tin. The tins can be customized with 1.375x3.5-inch Rep Card size **Stickers** (\$15 for a set of 50 stickers with free tin). Rep Cards start in quantities of 25 for \$15.

[millerlab.com](http://millerlab.com)



**WHITE HOUSE  
CUSTOM COLOUR  
(WHCC)** prints

**Accordion Mini Books**

that are the perfect gifts for clients to show off as mini brag books. Available in both wallet and 3x3-inch sizes, there are five press-



"All About Me" template by The Album Café, [thealbumcafe.com](http://thealbumcafe.com)

printed papers and 34 cover options, including a custom photo cover

in luster or metallic. The wallet-size mini book has up to 14 customizable panels, the 3x3 up to 10. Frosted slip covers are also available for

only \$1 per book, making them into purse-sized portfolios.

Minimum order of three identical books; prices start at \$6 per book.

[whcc.com](http://whcc.com)



Image courtesy WHCC

**CPQ PROFESSIONAL PHOTO LAB** makes the perfect client stocking stuffer—

**Wallet Notebooks.**

These adorable little notepads have a wallet-size print on the front and back cover, and include a short

chain to attach them to a backpack or purse. Sold in sets of four for \$7.



CPQ's **Digital Press Planners** are a great way to promote your business as a cleverly disguised gift.

Your information is always at your client's fingertips, and guaranteed to be proudly displayed with their lovely images inside.

Spiral-bound, the planners come in sizes from 5x5 to 11x8.5 inches, and feature full-cover front and back images.

Prices start at \$9.95.

[cpq.com](http://cpq.com)



## THE GOODS

The **DIGITAL PRECISION IMAGING (PRODPI)** Press Business Card line includes a 2.75x2.5-inch **Square Business Cards**, which can be customized with your design front and back. I design them to be personalized Christmas gift tags and make a present of them to clients. I put the client's child's holiday photo on the front, and a To/From graphic on the back, along with my studio imprint and website (in fine print). I use a heart-shaped hole punch and loop ribbon through the hole, and a corner punch to round the edges. Price: \$24 for 100 cards.

ProDPI also offers upscale **Accordion Booklets** for a last-minute gift that

looks like anything but an afterthought. You can use ROES to drag 10 2.5.x3.5-inch wallet-size images into the ordering software, then choose a cover and

paper stock. Cover media range from environmentally friendly



Modified templates by Pinkle Toes 4 Photographers, pinkletoes4photographers.com

cottons to stunning silks and chromes. Standard, enhanced, specialty, and green paper options are available. My clients go crazy over the lush feel of the smooth matte stock. One design on three booklets per order, \$6 each. [prodpi.com](http://prodpi.com) ■

See more from Robyn L. Pollman at [paperieboutique.com](http://paperieboutique.com) and [buttonsandbowsphotography.com](http://buttonsandbowsphotography.com).