

Gaining traction

Sales and marketing tools



DESIGN KIT & CABOODLE

The **Blog & Web Branding Kit** from Miss Poppy Design gives you the luxury of consistent branding through design. Update your blog and social media accounts with coherent icons, navigation bar buttons, background patterns, sidebar titles, and color palettes. Included in the base price is a one-time color and copy change. Matching logo design is available. **Miss Poppy Design**, \$79 (AUD), misspoppydesign.etsy.com

RETRO CHIC

Show off your personality and style with the charismatic **Uncle Sam Client Packaging Set**. Fully customizable, it includes full color as well as black-and-white versions. The template set offers coordinating marketing pieces and packaging embellishments that will tie everything together in one seamless look, including DVD case, reference card, address labels, packaging stickers, album instruction card, copyright information card, and thank-you card. **The Shoppe Designs**, \$85, theshoppedesigns.com



SENIOR STUDIES

The charming **smartWear: Senior Style Guide** educates senior portrait clients on clothing, hair, and make-up to get them ready for their session. The eight-page book has whimsical illustrations, so you don't need to insert photographs to demonstrate each point. Professionally designed templates are layered PSD files complete with copywriting, illustrations, and tips. Just drag and drop your images, modify the text to suit your needs, and print. **Beth Forester's photoDuds**, \$125, photoduds.com



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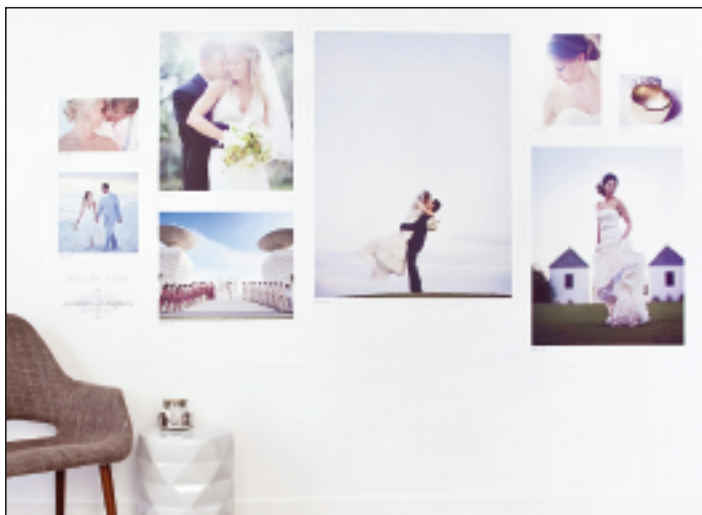


READ ALL ABOUT YOU

What's better than an electronic brochure? A custom digital magazine with plenty of room to show off your work, explain sessions, and offer tips to potential customers. The **Photography Digital Magazine** template includes 24 template pages in PSD format for you to personalize, including space for pricing and session information, customer testimonials, an "About Me" section, and more. Included are tutorials to assist your digital magazine creation. **Birdesign Shop**, \$75, birdesignshop.com

POINTEDLY FRESH

The **Chevron Marketing Collection** offers a fresh, modern look for your studio branding in any color you choose. This collection includes 19 PSD files for 11 marketing and branding items: 12x12-inch chevron pattern, business card, tri-fold brochure, CD/DVD Label, CD/DVD cover, gift certificate, stickers, bookmark appointment reminder, letterhead, folded thank-you card, and Facebook timeline cover. **Prairie Sweet Boutique**, \$65, www.prairiesweetboutique.com



CLING IS THE THING

Showcase your best images and illustrate the breadth of your artwork without the expense of framed or canvas samples. The **Studio Wallpaper** package lets you create lab-ready cling art in the blink of an eye. And best of all, it helps you sell the big stuff by demonstrating the full impact of your largest prints. Use the template to create and print cling art samples that adhere to walls without any kind of fastener. Standard print sizes up to 30x40 inches are included. **Design Aglow**, \$50, designaglow.com



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CHEVRON MARKETING COLLECTION

prairie sweet BOUTIQUE