

It's always better to give  
than to receive

## Client gifts

For this month's roundup, we canvassed some leading photographers to see what they're giving clients as gifts this season. The products they mentioned range from whoppers for their best clients, to modest but customized thank-you gifts. Whatever your budgeted price range, you'll find something that suits your brand and your very best clients.



"I love surprising my clients with three wallet brag books in their order. It's something they can't purchase from me, and a wonderful way for them to show off the images. I tie them together with a piece of tulle—simple as that. I love the magnetic closures and metallic covers."

—Michele Anderson, Pinkle Toes Photography (pinkletoes.com)

### OFFERED BY: WHCC

**ACCORDION MINI BOOKS** make perfect gifts for your clients to use as mini-folios and brag books. Choose wallet sized or 3x3-inch books with pages on semi-gloss, art linen, art watercolor, art recycled or pearl papers; UV coating optional. Cover materials include fabric, leather, suede, luster and metallic materials with a matte laminate; custom personalized covers also available. The wallet mini-book has up to 14 customizable panels, the square mini-book up to 10. Accordion Mini Books are available through ROES; minimum order of three identical books, order each side as a spread. About \$24 for three. [whcc.com](http://whcc.com)

### OFFERED BY: DESIGN AGLOW

Design Aglow offers PSD template-selling tools for you to customize with your own information and have printed. The **INSPIRE GUIDE PORTRAIT DISPLAYS** and **PORTRAIT PLANNING GUIDE** templates save you time by showing clients home display ideas, walking them through the order process, and giving them a worksheet to help determine the right sizes for their wall grouping. The Inspire Guide is \$150 and the Portrait Planning Guide is \$40. [designaglow.com](http://designaglow.com)



"I give Café Press bibs to all of my newborn clients."

—Beth Jansen, Beth Jansen photography (bethjansenphotography.com)

### OFFERED BY: CAFE PRESS

Make your own personalized baby gear at CafePress.com. The 100-percent cotton **CUSTOM BABY BIB** comes in four trim colors. Bulk pricing is available. [cafePress.com](http://cafePress.com)



“For senior portrait orders over \$3,000, we send the senior a six-pack of Jones Soda with his or her image on the label. The back can be personalized with the name and ‘Class of.’

I usually select a picture I like from the order, one that would fit the aspect ratio of the label, then choose the flavor with the color I think would look best with that image. Our seniors flip over it. They usually want to order more for their graduation parties.”

—Beth Forester, Beth Forester Photography (foresterphoto.com)

#### OFFERED BY: JONES SODA

Celebrate a special occasion with bottles of **JONES SODA** with personalized labels. Simply choose a flavor, upload the photo for the label, and write a message for the back of the bottle. Delivery takes a few weeks. Six-pack, 16.99; 12-pack, \$29.99; plus shipping. [jonessoda.com](http://jonessoda.com)



“Gina Alexander Everything Bags are great because you can include your logo on them. I put boxed desk print orders in them, and they’re great for VIP gifts.”

—Alycia Alvarez, Alycia Alvarez Photography (alyciaalvarezphotography.com)

#### OFFERED BY: GINA ALEXANDER

The **EVERYTHING BAG** holds, well, just about everything. This canvas bag (18wx14hx6 inches) is imprinted with your image, which is protected by a sewn-on cover of PVC (underglass). The bag sports 24-inch canvas handles, silver grommets, black inner-lining and an inside zipper pocket. Choose an image with a solid or simple background that’s visible at the sides and top of the subject. Turnaround is four to six weeks. Price: \$75 for program members. [ginaalexander.com](http://ginaalexander.com)

“I’ve been giving my clients photo ornaments for about three years now.

I adore Organic Bloom frames, so when they came out with an ornament line, I knew my clients would love them. I plan to mail one to every single one of my clients as a Christmas gift from France Photography. When they have family get-togethers or holiday parties, their friends will hopefully see them, too, so it’s great exposure!”

—Kelli France, France Photography (francephotography.com)

#### OFFERED BY: THE ORGANIC BLOOM

**ORGANIC BLOOM ORNAMENT FRAMES** are available in 16 styles, 54 colors, and four glazes. Measuring 2x3 or 3x3 inches, the ornaments come with ribbons attached and ready to hang. [theorganicbloom.com](http://theorganicbloom.com)





"I use the Fresh Vintage Client Calendar set to create customized calendars for my clients. I have the calendars printed by WHCC on metallic paper, mounted on styrene, and I include an easel for display."

—Shannon Holden, Shannon Holden Photography ([shannonholden.com](http://shannonholden.com))

#### OFFERED BY: PHOTOGRAPHER CAFÉ

The **FRESH VINTAGE CLIENT CALENDARS** are fabulous marketing tools. WHCC prints them at 5x7 or 8x10. Attach magnets to the finished calendar and use as personalized gifts for your clients. Keep your name in front of your clients year-round. Set includes two 5x7 and two 8x10 templates in layered PSD files for \$40. [photographercafe.com](http://photographercafe.com)

"I'm super-excited about giving photo jewelry from Kotori's new fashion line as Christmas gifts. They're all less expensive than the regular line, but just as effective as marketing pieces our clients walk around with. It's something our clients want to talk about and share with their friends."

—Lori Nordstrom, Lori Nordstrom Photography ([nordstromphoto.com](http://nordstromphoto.com))

#### OFFERED BY: KOTORI PHOTO JEWELRY

The handmade, solid sterling silver photo jewelry in the **FASHION BY KOTORI** line is sold exclusively to photographers. All pieces are waterproof and UV-resistant. Offered in discounted bundled packages, per-item price ranges from \$24 to \$35. [mykotori.com](http://mykotori.com)



Ornament background design by Sassy Designs ([sassy-designs.net](http://sassy-designs.net))



"Black River Imaging introduced the Specialty Shaped Metal Prints just in time for the holidays. They will be sold via their ROES system in sets of two. I'm featuring three ornaments here that I've designed for my customers. I will tie these onto their packages for that extra special, personalized touch."

—Robyn Pollman, Buttons and Bows Photography ([buttonsandbowsphotography.com](http://buttonsandbowsphotography.com))

#### OFFERED BY: BLACK RIVER IMAGING

**SPECIALTY SHAPED METAL ORNAMENTS** give photographers an easy way to share images on metal. Black River uses high-heat technology to fuse the image into the metal, creating visual depth and luminosity. There are 12 shapes, made of 100-percent recycled aluminum, and two surfaces and finishes. The ornaments come with a white ribbon and with the hole drilled. [blackriverimaging.com](http://blackriverimaging.com)





“iPhone covers are one of my favorite gifts to give, as they allow my clients to show off their favorite images as cover art on their phones. The covers are available through Uncommon for about \$40. Clients can also show off images as cover art on their iPad, which makes them great client gifts. Custom iPad covers are available at Zazzle for around \$50.”

—Jamie Schultz, Jamie Schultz Photography (jamieschultzphotography.com)

#### OFFERED BY: UNCOMMON and ZAZZLE

Customize your own **CAPSULE IPHONE 4 CASE** by uploading your favorite photos. Exclusive 3D TATT Printing process embeds your image deep into the case’s surface. No fading, peeling or chipping in sight. Sleek and unique, **ZAZZLE IPAD CASES** hard-shell cases are wrapped with soft fabric and offer tailored and stylish protection for your device. Cases can be fully personalized with any uploaded images and text, and they’re printed and shipped within three to five business days. [getuncommon.com](http://getuncommon.com), [zazzle.com](http://zazzle.com)

“We surprise every client with a bonus of eight wallet prints showing eight different images. Of course we always include a handwritten card. The approximate cost for the wallets, thank you card, and packaging is \$4.50 per client. We like to go above and beyond for our VIP clients, giving them a \$25 gift card from Victoria’s Secret, along with a VIP card (a business card printed by Bay Photo). This VIP card gives them a discount on future shoots with us. Many of our clients come back in for a second or third photo shoot, so we give them an extra incentive to come back.”

— Kimberlee West, The Boudoir Divas (theboudoirdivas.com)

#### OFFERED BY: BAY PHOTO

With Bay Photo Lab **SELECTABLE WALLET PRINTS** you can select up to eight different images printed on professional photo papers. Their **PRESS-PRINTED CARDS** come in a selection of 11 paper options and in four- or six-color printing. As their website claims, the Victoria’s Secret gift card always fits and never expires. Each arrives in its own beautiful gift box. Your client can redeem it online, in a catalogue order, or in stores. [bayphoto.com](http://bayphoto.com), [victoriasssecret.com](http://victoriasssecret.com)



“I give my clients Christmas hanging picture frame ornaments by Beacoup. I hand-trim wallet photos for the fronts and business cards for the backs. Clients who received these ornaments five years ago are still hanging them on their tree each year!”

—Heather Lickliter, Stylized Portraiture (stylizedportraiture.com)

#### OFFERED BY: BEACOUPE

Search the keyword “frames” to find **PICTURE FRAME ORNAMENTS** from Beau-coup’s extensive products. These are lightweight, double-sided frames that hang from satin ribbon and are protected with an anti-tarnish lacquer. The frame holds a standard 3 x 2-inch photograph or card, and the window size is 2.5 x 1.63 inches. They are available for \$3.50 each. [beau-coup.com](http://beau-coup.com)



“We select our favorite images from our best clients’ sessions and gift them notecards and canvases from WHCC at the end of the year. It is simply a thanks for your business gift, and it’s a great way to get our images out to the friends of our best clients. We package everything up in boxes from Nashville Wraps.”

—Sarah Petty, Sarah Petty Photography ([sarahpetty.com](http://sarahpetty.com))

#### OFFERED BY: WHCC and NASHVILLE WRAPS

WHCC offers **FINE ART CANVAS WRAPS** as small as 5x5, complete and ready to hang on the wall. All gallery wraps include a matte, semi-gloss, or high gloss protective laminate. Nashville Wraps **GOURMET AND GIFT PRESENTATION BOXES** are rigid one-piece auto-hinged boxes with a clear window in the lid. They have coordinating colors inside and out and come with a generous length of beautiful silky double faced satin ribbon pre-attached to the bottom of the box. [whcc.com](http://whcc.com), [nashvillewraps.com](http://nashvillewraps.com)



“I think the best gift that I can give clients is more prints to share with family and friends. I love to use the green packaging from ProDPI, and often have them do mounted images on matboard.”

—Kelley Ryden, Kelley Ryden Newborn Photographer ([kelleyryden.com](http://kelleyryden.com))

#### OFFERED BY: ProDPI

**GREEN EXECUTIVE PACKAGING** includes a 100-percent recycled kraft paper box, recycled cream-colored tissue paper, and Earth-friendly cotton ribbon. There are sizes for photo prints of up to 11x14 inches, plus press-printed books, and most other press orders. ProDPI can also take care of the mounting for your next print order. Select from a variety of mounting substrates, including 1/16-inch matboard with white backing, available in sizes up to 16x20 inches. [prodpi.com](http://prodpi.com)

“We give Pinhole Pro items, which showcase a session right on the client’s desk with a photo easel desk calendar. The wall calendar draws attention each month, and photo notepads make a beautiful gift in addition to being 50 pages of advertisement. Photo journals are a keepsake clients will treasure forever.”

—Alisha Clark-Walker & Luke Walker, Clark+Walker Studio ([clarkwalkerstudio.com](http://clarkwalkerstudio.com))

#### OFFERED BY: PINHOLE PRO

Pinhole Pro makes a variety of visually complementary products like the **PHOTO EASEL DESK CALENDAR**, which is 16.25x4.75 inches and features an elegant script, and the **2-PHOTO NOTE PAD**, which shows one photo on the cover and one on the inside on every sheet. They also have a hanging **WALL CALENDAR** and the **PHOTO JOURNAL** with 98 pages and a leather cover. [pinholepro.com](http://pinholepro.com)

Visit Robyn L. Pollman at [paperieboutique.com](http://paperieboutique.com) or [buttonsandbowsphotography.com](http://buttonsandbowsphotography.com).





# CARDS DELIVER HOLIDAY CHEER

Break out of the traditional red and green motif with très merry holiday templates, kits and shapes

## Design Aglow **MODULAR HOLIDAY CARD SALES KITS**

are a mix-and-match sales system that enables you to work smarter rather than harder, save time, boost sales, and streamline your holiday workflow. Each kit comes with everything you need to launch a line of holiday cards within minutes of download. You get a 10-page card sales catalog with a built-in order form on the last page, plus professional stock photos of sample cards for display. Just add your logo, edit the policies to reflect your own, and drop in your prices on the last page. **PRICE:** \$115. [designaglow.com](http://designaglow.com)



*Pictured: Sweet Minimalista Collection*

## **CHALKBOARD HOLIDAY CARDS**

from Jamie Schultz Designs incorporate typography, vintage elements and regal colors that highlight your photos on center stage. The six designs are formatted as layered PSD files that are compatible with most photo labs. ProSelect templates are available upon request. **PRICE:** \$65.

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



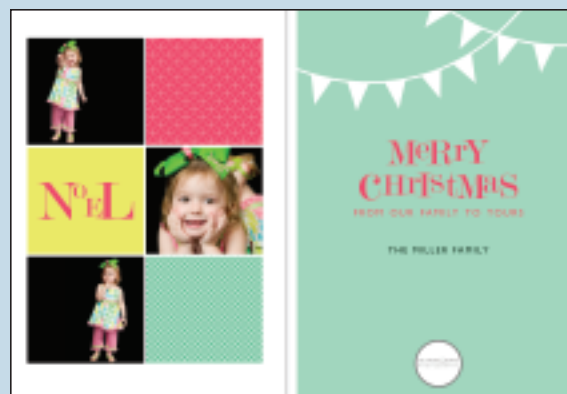
Simply Color Lab's die-cut, press-printed **HOLIDAY TRI-FOLD POP-UP CARDS** are cleverly folded to make your images, well, pop. Use one of the 13 free design templates or design something completely unique. Spend \$100 on any Simply Color press-printed products before December 1, and get a \$50 gift certificate toward a canvas; enter promo code PHO11 when ordering. Prices for registered clients. [simplycolorlab.com](http://simplycolorlab.com)



The Album Cafe has affordable, easy to use holiday card templates called **BOUTIQUE HOLIDAY CARDS** for printing at WHCC. They come with a display file so that you can show clients their card proofs in the shape the finished card. Drop in your pictures, add your client's name and you're ready to order. **PRICE:** Starting at \$9. [thealbumcafe.com](http://thealbumcafe.com)



The **HIPSTER HOLIDAY CARD COLLECTION** gives you fresh card designs your clients will love. The set includes eight bright, modern



double-sided templates formatted for WHCC 5x7 press-printed cards. All Designs by Taz products are in

layered PSD files. Templates are compatible with Photoshop CS and later. **PRICE:** \$55. [designsbytaz.com](http://designsbytaz.com)

The **SEASIDE HOLIDAY COLLECTION** has six unique beach-theme holiday card templates, created with a pastel and earth toned color palette. They are an editable and fully customizable PSD files in 5.25x7.25 and 7.2 x5.25 inches designed for double-sided press or Luxe / Boutique printed cards. **PRICE:** \$45.

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

