

DIY sales strategy

Selling and marketing tools to invigorate your business



WAGGING-GOOD SALES
The V GALLERY PET PICTURE SALE CARD marketing templates let you drop in your own brand and photos of your cutest furry clients.
FOCUSED BY WHCC, \$30, focused.whcc.com

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yourname boudoir yournamephoto.com

ATTENTION-GETTERS

Boost your specialty business with TAKE IT OFF FOR BOUDOIR, perfectly sized marketing templates for online promotions. Grab attention and boost sales with a variety of designs.
THE SHOPPE, \$10, theshoppedesigns.com

LOGO TO GO

Get a facelift for your business with the VERILION MARKETING SET WITH LOGO, modern designs for WHCC, Miller's, and Moo templates, prepared for printing at WHCC and other top labs,
FRANK AND FRIDA, \$99, www.frankandfrida.com





MAKE CUSTOM PHOTO ALBUM MOBILE APPS *For each of your clients*



JOIN THE MOBILE REVOLUTION

Help is here for creating branded photo album apps for clients' mobile devices. **STICKY ALBUMS** are like rep cards or brag books, but they're always at hand for clients to show off—enhancing your studio's image in the bargain. **STICKY ALBUMS**, from \$21 per month, stickyalbums.com (Free trial available.)



CLOSE THE SALE IN STYLE

Coordinate the look of your senior portrait campaign with the **CLOSING THE SALE KIT**, customizable templates from the client processing form to the thank-you card. **POLISHED PHOTOGRAPHER**, \$110, thepolishedphotographer.com (Through July, save 20 percent with coupon code PPAMAGJULY2012.)

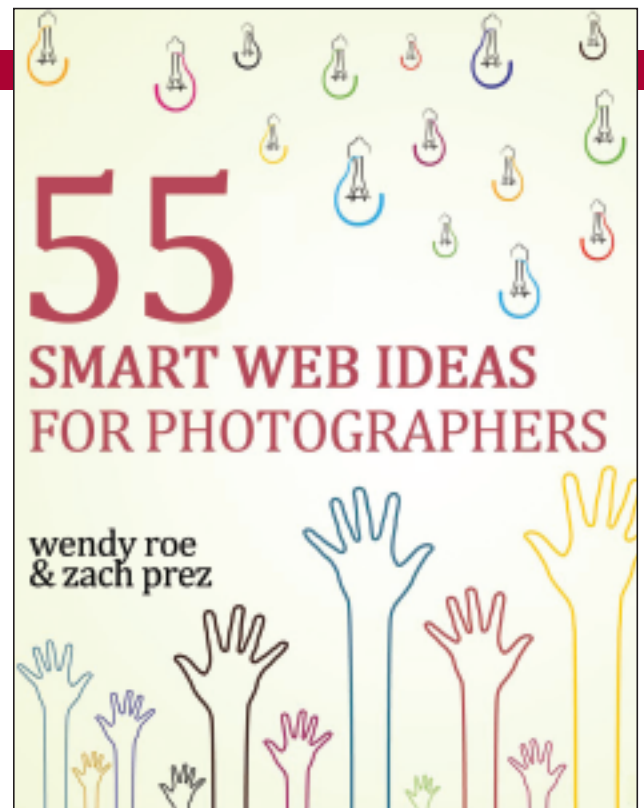


MINI-SESSION MADNESS

Everything you need to organize and market a year's worth of special sessions is included in the **STYLED MINI SESSION** kit. You get customizable templates for printed materials and props as well as a comprehensive guide for running each promotion. **DESIGN AGLOW**, \$125, designaglow.com

STREAMLINE YOUR BRANDING

You'll be ready to present gorgeous branded pieces, launch a marketing campaign, or freshen up your blog with these easy-to-customize marketing templates. **ALBUM CAFÉ MARKETING**, \$89, thealbumcafe.com



TOP UP YOUR WEB IDEAS

Freshen your Internet presence with a hot cup of 55 **SMART WEB IDEAS FOR PHOTOGRAPHERS**. It's 70 e-book pages of quick ideas for growth using Facebook, blogging, Google, email, and more. **PHOTOGRAPHER CAFÉ**, \$29, photographercafe.com



ONE SWEET PACKAGE

The **PARFAIT MARKETING KIT** comes with soup-to-nuts-with-a-cherry-on-top customizable business stationery templates and graphics. The kit allows you to coordinate the look of your brand. **SASSY DESIGNS**, \$99, sassy-designs.net



SOMETHING CUTE

SIMPLY STUDIO is a powerful cloud-based software system that combines studio management software with online proofing and selling. **SIMPLY COLOR LAB**, from \$29 a month. (Free trial available.) simplystudio.com



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