

STUDIO

SETUP GUIDE



ALBUMS

What would it feel like to hold a custom made wedding album in your hands that tells the story of your wedding day? What would it mean to share this story with your children and grandchildren? Digital files disintegrate over time and individual photographs do not have the capacity to tell a story the way your custom made wedding album can. These heirloom pieces are the beginning of your legacy and allow you to bring your love story to life through print for yourselves and for generations to come.

For more information 503.723.4567

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PACKAGE 4 \$6,000

- 40 hours coverage, 2 photographers
- Bridal session
- Engagement session
- After session
- Professional editing
- Disc of all images + online gallery
- Custom album + \$200 print credit

PACKAGE 3

- 20 hours coverage, 1 photographer
- Bridal session
- Engagement session
- After session
- Professional editing
- Disc of all images + online gallery
- Custom album

PACKAGE 2

- 10 hours coverage, 1 photographer
- Bridal session
- Engagement session
- After session
- Professional editing
- Disc of all images + online gallery
- Custom album





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*Fundy Designer has all
of the tools you need to
run a successful
print-based studio.*

INTRODUCTION

Setting up your print-based studio can be daunting. This guide takes you through everything from creating your samples, to setting up your pricing and creating your marketing materials. From albums and wall art to studio magazines and product cards, you'll be able to do everything in Fundy Designer.





DECIDE WHAT TO OFFER

The first step to any successful business is deciding what to offer. All research in the industry points to offering professional products with high profit margins that your clients won't find at the local discount store.

We recommend choosing two albums to offer, one mid-range album line and one high end album line, like a matted album.

Next you'll want to choose 2-3 types of wall art to offer and design wall collections around them. We'll go over wall collections later.

Finally, you'll want to decide on just a few sizes of gift prints, what cards to offer and if you want to offer any non-designed products, like the super popular matted print boxes.

Be sure to skip any products that your clients can find cheaper at their local discount shop. Also skip focusing on loose prints and trinkets as the margin is just too low, unless you have a busy shopping mall studio that shoots 20+ portrait sessions a day.

[See Blog Post](#)

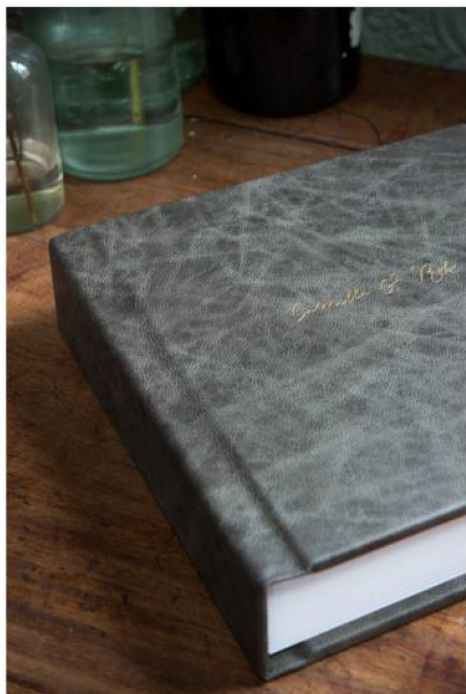




TIME TO CREATE SAMPLES

First you want to create samples of what you want to sell. The more clients can see and touch printed products, the more they'll buy. Spend a little extra on cover materials, nice frames, etc. on samples. The more expensive your samples look, the more clients will pay for them. [See Blog Post](#)

SAMPLE ALBUMS



Keep in mind, you sell what you show. You'll need to design a sample album for each type of album you want to sell: wedding, engagement, family, boudoir, etc.

Choose just one session or wedding for your sample. Clients want to see what they'll be getting, not a "best of" your photography. They want to see a sample of how you retell stories and provide that story in an album, not how well you can produce epic shots.

Designing the album you want to sell also means designing the ideal number of pages you want to sell and choosing the best and baddest cover materials you can. If you show a thirty page 10x10" album with a simple cover, that's what you sell. When you walk into the showroom at the car dealership they show you the models with all the bells and whistles. That's the one you want. You can always imagine what the car looks like "without" the spoiler. To sum it up, go big. Remember, search the Fundy Designer blog for how to articles on designing different types of albums.





SAMPLE WALL ART

After returning from your honeymoon, we will sit down for your premier and final design review. After your approval, your fine art album and any wall art will be available in 2-3 weeks. The real profit in wall art is in collections, not individual pieces. Psychologically, clients can envision buying a single piece at their local store. But collections are something new to them. Additionally, collections become home decor, it's something they can display above their sofa or on the landing of their stairs. They help solve the problem of decorating their home, which they have to do anyway.

From Bay Photo to GraphiStudio, From Design Aglow to Fundy recommended collections we have a wide variety to get you started. You can access these collections for free in the Design Library within Fundy Designer.

Fundamentally you'll want to create 3-5 collection designs and then offer them in two sizes. This allows you to "downsell" the collection. If a client loves the design of the collection but feels the price is too high, you can offer them the same design in a smaller size. Most of the time they'll stay with the larger collection.

While you might only want to print 2-3 collections for your studio space, go ahead and design a room for every collection in Gallery Designer. We'll discuss exporting room previews for digital and print-based marketing later. Additionally, you'll need one of each collection you offer fully designed to add it to your pricing in Fundy Designer.

SAMPLE CARDS - THE SECRET MARKETING WEAPON



Cards have come out of vogue recently, we think, because they were misunderstood. Cards for photographers are not a highly profitable product. But if you sell them, even at cost, to every single client, they become a powerful marketing tool. Every single one of your clients will send out save-the-date, thank you, holiday, announcements, etc to all of their friends and family. It becomes the most powerful word of mouth marketing program in the industry. Your logo, website, telephone number and business tag line should be on the back of every card. Have samples, so your clients can touch and feel the quality of professionally printed cards. At each ordering session, the simple question, “Do you want to go ahead and order your holiday cards?” will always get a yes.



OTHER SAMPLES

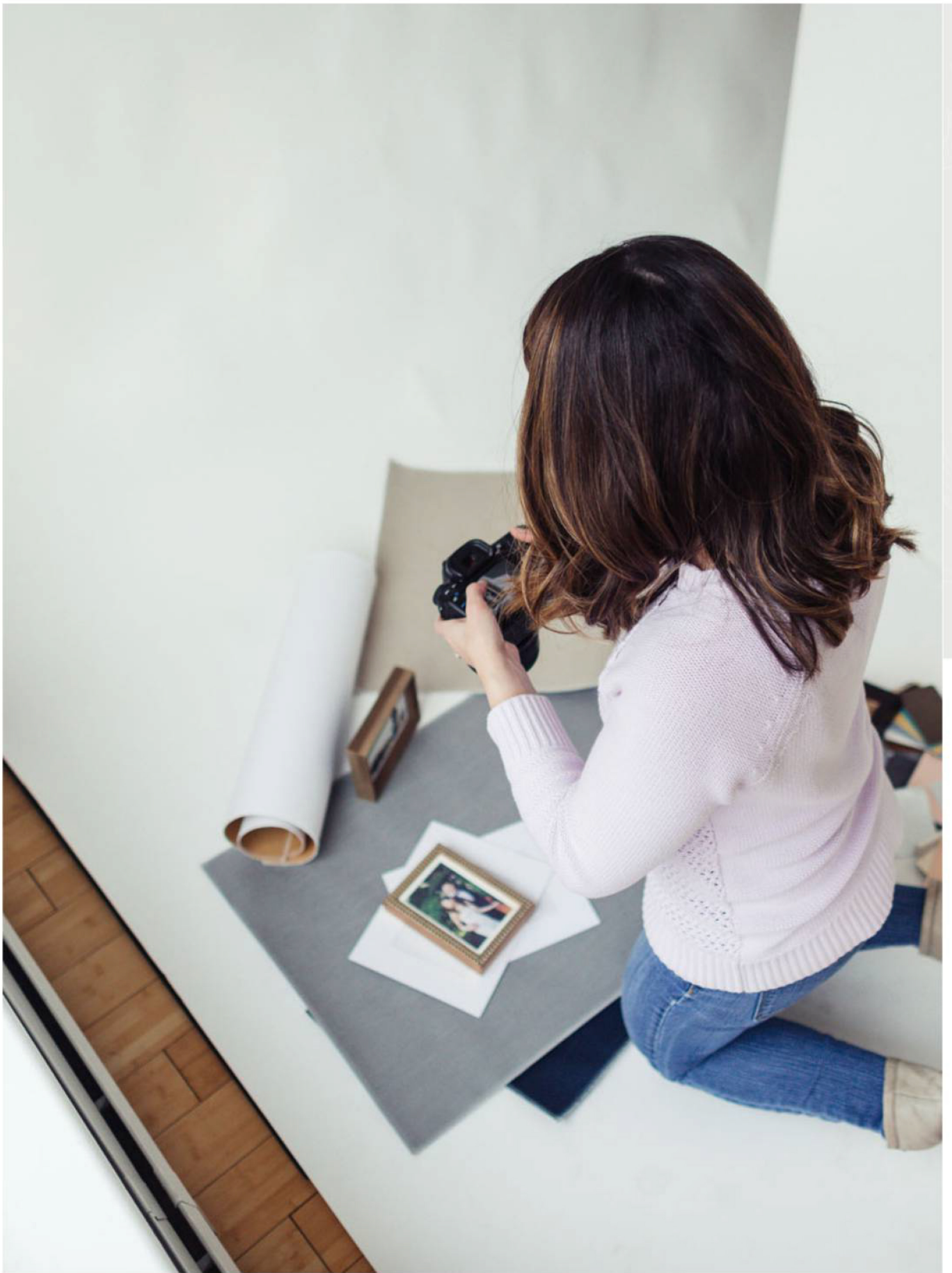
If you offer matted print boxes or loose prints, make sure you order samples. Clients need to touch and feel how these professional products add value to their lives.

Ordering samples is the process of building your retail experience. Order samples that represent the brand you want to build. When clients experience your photography through touch and feel, they'll want to invest into what you've created.

[See Blog Post](#)

Go to www.fundy.com/blog and search for what you want to design. We have tutorials on everything. Search for “wedding album design,” “portrait album design,” “card designs,” etc.

WWW.FUNDY.COM/BLOG

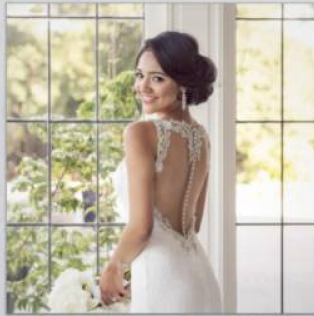


PRODUCT SHOTS AND DIGITALS

Fundy Designer includes the ability to create compelling studio magazines and product cards. In order to communicate the value of the products you'll need to both photograph your samples and create digital copies. The digital copies are especially important for wall art as Fundy Designer can create room previews of all your collections. By using Fundy Designer's built in drop shadows, it's easy to show off card designs without getting them printed.

[See Blog Post](#)







DIGITAL PREVIEWS

Whether you are in Gallery Designer, designing rooms, Album Builder designing albums or Card Designer designing holiday cards, you can create digital previews. In Gallery Designer you can choose Export Wall Preview to export a room view that you can then import into Fundy Designer. You'll then have access to that wall design for a studio magazine or product card.

PREMADE DESIGNS

If you would like to place a digital "card" or "album spread" in your studio magazine you can export for print and bring that into any project you are working on so you can feature card designs in your studio magazine. Even add a drop shadow as we've done on page 15 of this guide.

NOW YOU'RE READY

Now that you have all of your visual collateral ready, finalizing your pricing is the final step before we can start designing.

P R I C I N G

Product pricing in the photography industry can be confusing if you are just getting started or in the process of transitioning to a print/product based studio. Luckily, we've created an easy pricing calculator that can help you out. Download the calculator here for free.

We've created a blog post that walks you through, step-by-step how to set up your album pricing, wall gallery pricing, card pricing, etc.

[See Blog Post](#)



A L B U M P R I C I N G

Some people price albums per page and some people price albums per photo (since retouching individual photos is where the work is). It seems like pricing per photo is the most effective.

In Fundy Designer, you can add all of your album pricing, no matter how dynamic. This will allow you to quickly add album upgrades to your client without needing to focus on the math. It supports pricing by the page or by the photo.

WALL ART PRICING

For wall art pricing, start with your collections. Since you've already created your collections in Gallery Designer, it's easy to add your pricing.

To save a collection with pricing, open the wall in gallery designer and click the pin icon. Simply add your pricing there. If you've already saved a collection, you can click the pencil edit icon to add or change the price. For more detailed instructions, click [here](#).



PRICING CARDS & INDIVIDUAL PRODUCTS

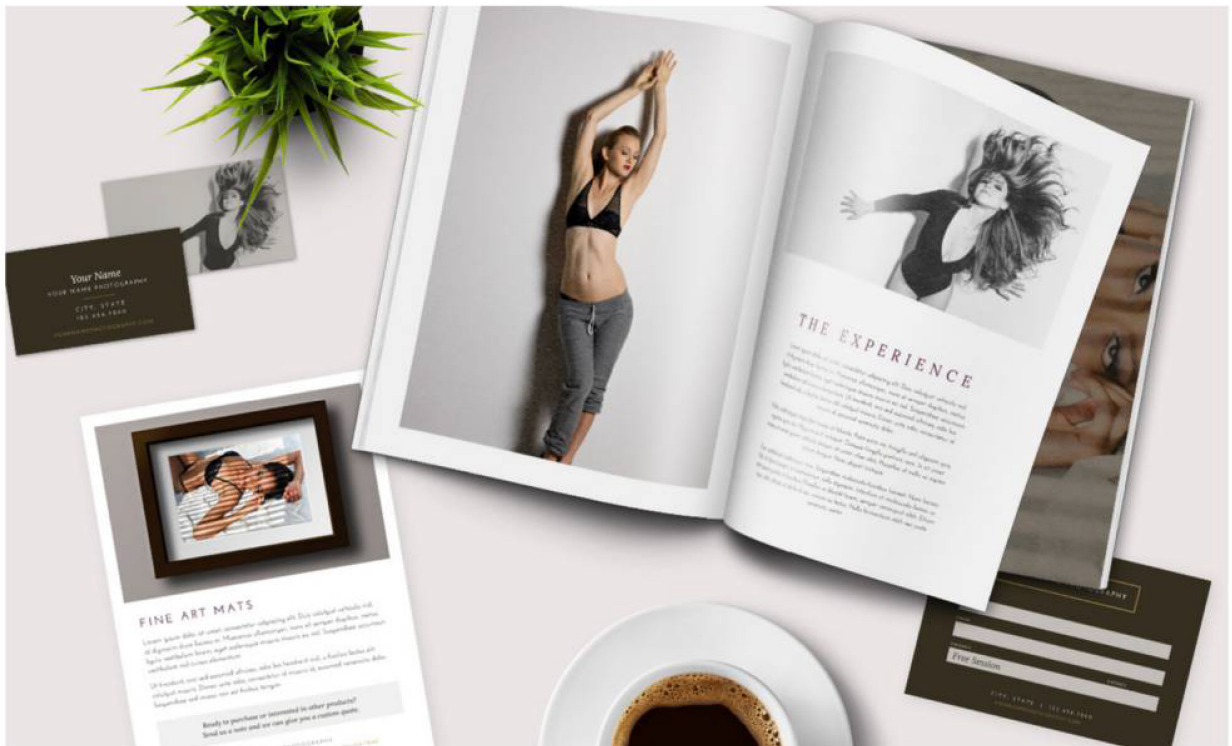
In Fundy Designer, add your card pricing, individual print pricing and any non-design products, like matted print boxes, digital files, etc.

If you are working on multiple computers, share your pricing data, along with your other settings by using the Edit > Export User Data and then import it. Or use the import and export icons in the pricing setup.

WEDDING PACKAGE PRICING GUIDE	
1 PACKAGE 1 \$3,000 • 5 hours coverage • One photographer • 20 page album • Online gallery	2 PACKAGE 2 \$4,000 • 7 hours coverage • One photographer • Engagement session • 30 page album
3 PACKAGE 3 \$6,000 • 8 hours coverage • Two photographers • Engagement session • 40 page album • Online gallery	4 PACKAGE 4 \$7,000 • 10 hours coverage • Two photographers • Engagement session • 50 page album • Two parent albums • Online gallery
For more information 503.123.4567	

MARKETING AND SALES MATERIALS

1 STUDIO MAGAZINES



Fundy Designer now has the ability to both design and order printed studio magazines, as well as, export PDF magazines. And if you are a Pro Enhancement member, you have access to professionally pre-designed, pre-written studio magazines.

After you've dropped in your product photos or digital product previews, you can tweak the text and pricing. When finished, under the export menu, order printed versions of the studio magazine or export as PDFs. Consensus in the community is that PDFs are perfect for client inquiries and printed collateral is preferable after a client has booked or visited your studio in person.

[See Blog Post](#)

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MARKETING



The earlier a client is introduced to printed albums, wall art and cards, the more likely they are to purchase them. Additionally, the psychological effect of printed marketing materials is proven to increase sales. For Pro Enhancement members, all of the marketing card designs are professionally pre-designed and pre-written. The best part? The designs match the pre-designed studio magazine designs.

[See Blog Post](#)

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GIFT CERTIFICATES



In the Design Library you'll also find gift certificates designed to match your magazines and product cards. Gift certificates are a great way to increase sessions and possible sales.

In a crowded market, professionally designed marketing materials can instantly set you apart. With the new tools built into Fundy Designer, this is easier than ever.

IPS TOOLS

What really sets Fundy Designer apart as a design tool is that it has all of the IPS tools you need to sell albums, wall art and more are included in the base program.

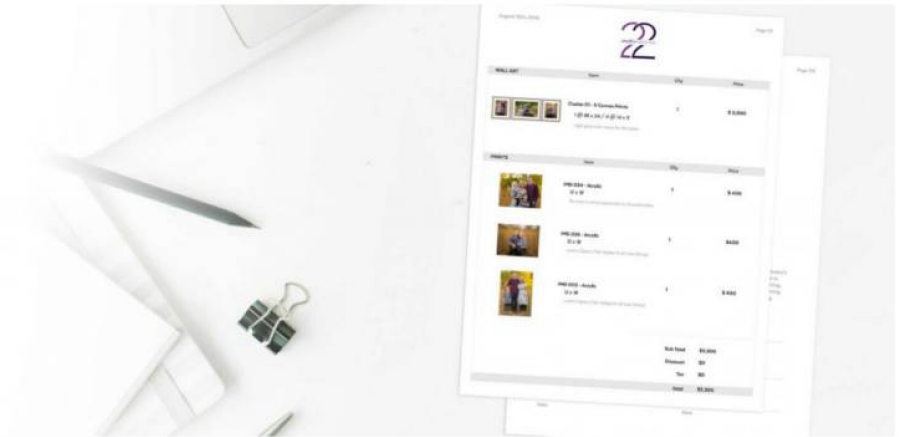
[See Blog Post](#)

SLIDESHOWS



The core of Fundy Designer's IPS tools is the powerful slideshow. Bundled with \$1000s of dollars of licensed music, you can present not only individual photos but full album designs, wall art designs and more. Take some time to familiarize yourself with all of the possibilities of the Fundy slideshow function. For a full rundown on how to use the slideshow function see this [blog post](#).

CLIENT ORDER BUILDER



The key to a successful sales session is fun and momentum. The Fundy order builder is easy to use, giving you the ability to create a client order with prices, taxes and totals in just a few clicks. Create a PDF of the order sheet to print out for signing or to send to your client. The order builder does all of the math for you, so you can concentrate on the sale.

STUDIO MANAGEMENT INTEGRATION



It's not enough to just create client orders and make sales. As a business, we need to keep track of everything we sell. That's why Fundy Software has partnered with all of the best studio management software companies out there, allowing them to import Fundy orders directly into the system. Under the client order export, simply choose export for Studio Management. Then log into your studio management company and import the client order. [See Blog Post](#)



This guide is just the start of your journey with Fundy Designer. We've given you the basics, but as you become more familiar with the tools available, you'll find that Fundy will be the most profitable tool in your arsenal.

To find all of these tools, there are a number of resources available. The fastest and easiest is Google. 99% of the time a quick Google search of "Fundy" and whatever topic you are looking for will give you what you need. Additionally, within Fundy Designer, under the Help menu, you'll find links to tutorials, manuals and help contacting support.

** This guide was created in Fundy Designer using a magazine design set.*

*** Thank you to The Harris Co, Dark Roux, The Yodsukars., Shawn Lee, Danny Dong, Kristin McCaleb, Tracey Sweeney, TWO MANN, Robert J. Hill & Rachel Guba for photographs.*

www.fundy.com