

# PHOTOMINT'S ULTIMATE RESOURCE GUIDE FOR PHOTOGRAPHERS



Tools to fast track your branding, workflow, business and more.



# PhotoMint

EMPOWERING PHOTOGRAPHERS

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Tools to fast track your branding, workflow, business and more.



# WELCOME

*Most photographers find vendors and services through trial and error. Luckily you don't have to, now that you have this oh-so-handy guide from PhotoMint. I hope this saves you many hours of searching and frustration. Enjoy!*

*Warmly,*

*Lara White,*

Founder of PhotoMint

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PhotoMint takes a “vendor agnostic” approach and our mission **first and foremost** is to empower photographers to thrive. It is up to you to determine which vendors and services are a good match for your business. Some services and products offer a small commission through affiliate links, and this support helps PhotoMint stay alive and bring you more great advice and education. If you are uncomfortable with that, just use google instead.




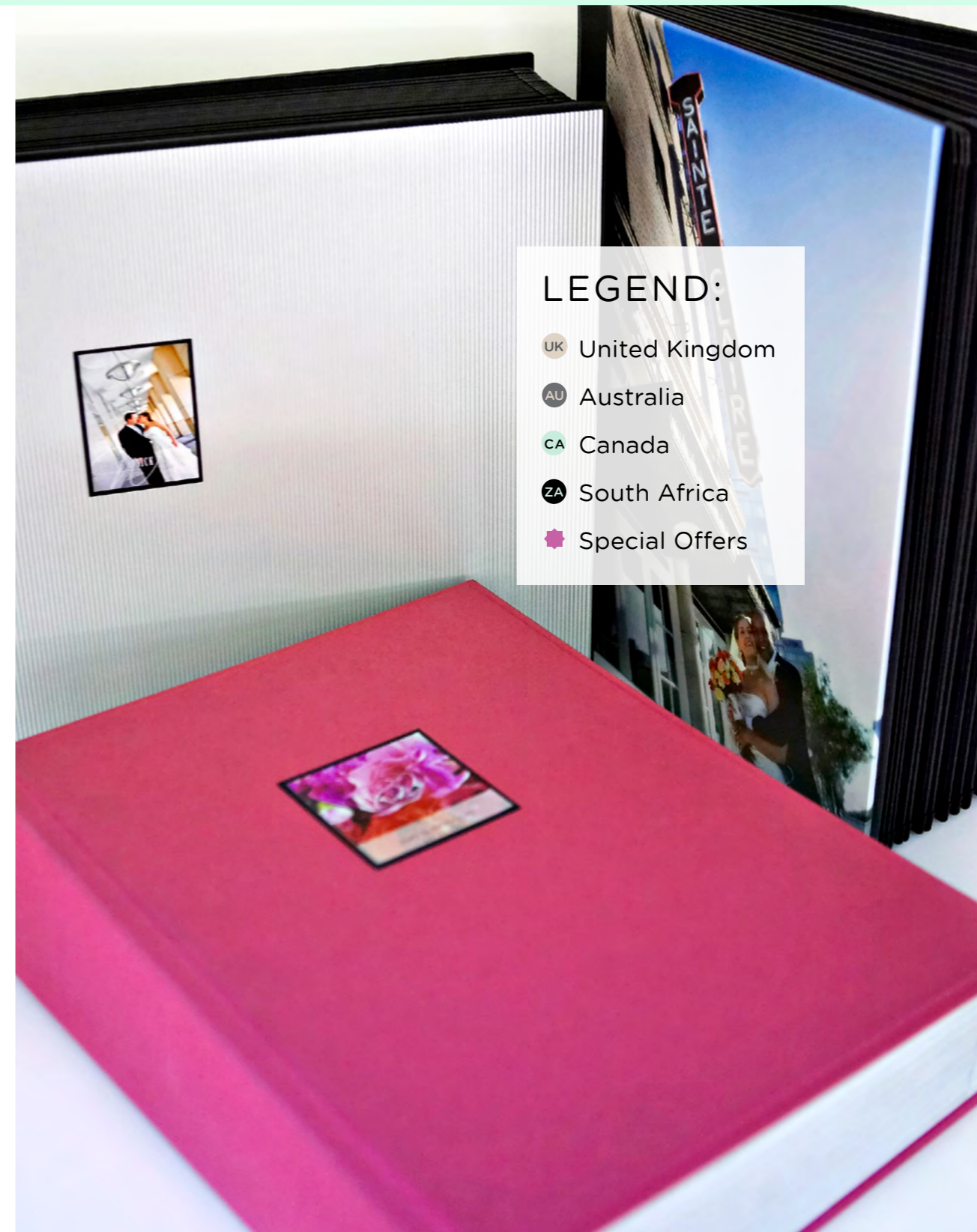
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# TABLE OF CONTENTS






<b>CLIENT PRODUCTS</b>	4
Albums	
Canvas	
Flash Drives	
Full Service Labs	
Frames	
<b>MARKETING</b>	5-7
Templates & Collateral Kits	
Branding & Marketing	
Packaging	
<b>STUDIO OPERATIONS</b>	8-9
Studio Management Systems	
Accounting	
Client Emails	
Legal & Insurance	
Pricing	
<b>ONLINE PRESENCE</b>	10
Websites & Blogs	
Social Media & SEO	
<b>SHOOTING &amp; GEAR</b>	11-12
Posing Tools & Props	
Gear	
Rentals	
Repair	
<b>POST-PRODUCTION</b>	13
Outsourcing	
Album Design Tools	
<b>APPENDIX</b>	14-15
✦ Trade Organizations	
Vendor Discounts!	
<b>MORE PHOTOMINT</b>	16



 Click on vendor names to go to their website!



## LEGEND:

-  United Kingdom
-  Australia
-  Canada
-  South Africa
-  Special Offers

# CLIENT PRODUCTS

Albums, Canvas, Full Service Labs, Frames

## Albums

### LEATHER CRAFTSMEN

Offers a wide range of matted and magazine style albums.

### ASUKA BOOK USA

### ASUKA BOOK AU AU

### ASUKA BOOK UK UK

Modern, affordable coffee table albums, easy to design and sell.

### QUEENSBERRY

Bespoke custom matted & digital albums, silk & leather covers, based in New Zealand.

### GRAPHI STUDIO

An Italian album maker offering album design, print & bind services.

### FOLIO ALBUMS UK

Fine art albums handmade in her Majesty's UK.

## PHOTOMINT SAYS:

- 3 Steps to Selling Photography Products
- 5 Tips for Selling Albums

## Canvas

### ✦ SIMPLY COLOR LAB

Beautiful color, 50% off the first canvas order for new customers.

### GENIUS PRINTING AU



## Flash Drives

### ✦ PEXAGON

Deliver digital files to your clients on a gorgeous custom flash drive.

## Full Service Labs

Many labs offer an entire product line in addition to prints. Everything from albums, note cards, brochures, business cards, stickers and more.

### WHCC

### ✦ SIMPLY COLOR LAB

### PICTAGE

### CAMERA HOUSE AU

### LOXLEY COLOUR UK

## Frames

### GNP FRAME

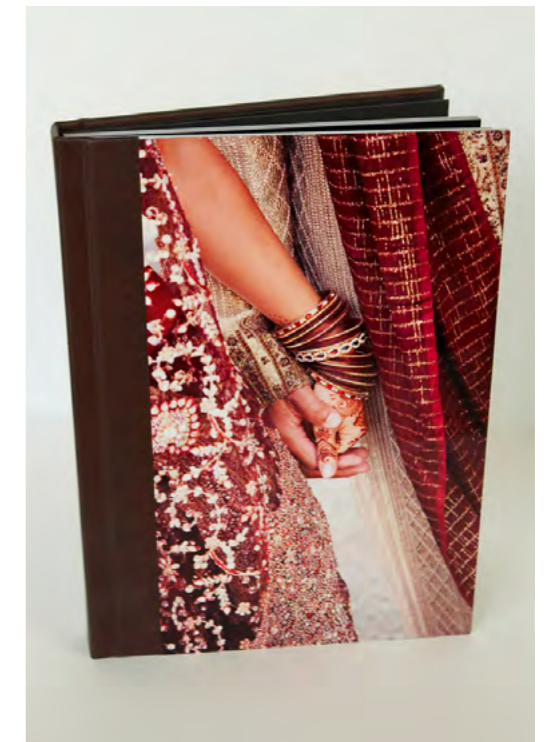
Upload print order through WHCC and GNP automatically ships order to your client. 20% off first order.

### WILD SORBET SHOP

Gorgeous assortment of pastel and white-washed frames in unique shapes.

## PHOTOMINT TIP:

*Order a set of samples from several labs to compare the color, quality, turnaround and ease of working with them before choosing your lab.*



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# BRANDING, MARKETING & PACKAGING

Templates & Collateral Kits

## Templates & Collateral Kits

A great way to get started without a big investment. Collateral kits include pre-designed printables such as letterhead, business cards, brochures, CD labels and so forth. Some vendors offer additional products like pre-written email newsletters to send out to your clients. Lots of goodies!

### ✦ SWOONE

Gorgeous templates, pre-made logos and marketing materials for photographers. Same brilliant folks from Get Braizen.

### DESIGN AGLOW

Yummy template designs and marketing kits for photographers.

### PHOTOGRAPHERS CAFE

Template cards, letterheads, brochures, etc.

### THE SHOPPE

Extensive array of action sets, textures, marketing sets, holiday cards and more.

### JAMIE SCHULTZ DESIGNS

Specializes in photography logos and designs, offering pre-made and custom work.

## PHOTOMINT SAYS:

- 11 Free Ways to Market Your Business
- 14 Ways to Promote Your Facebook Page
- Networking with Wedding Planners
- How to Get Referrals



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# BRANDING, MARKETING & PACKAGING

Branding & Marketing

## Branding & Marketing

Full business branding from start to finish, includes brand, voice, business name, logo, website design, collateral, the whole shebang.

### GET BRAIZEN

The awesome folks at Get Braizen understand photographers and can work with you from day one to create your entire brand. Not to show favorites...but we LOVE them.

### MARATHON PRESS

Full service marketing for photographers. Offers a wide range of services related to marketing your photography business including websites, business cards, brochures, and email marketing.

### RIBBONS OF RED

Boutique studio that creates websites, print pieces and logos for photographers.

### BITTERSWEET DESIGN

Custom branding and logos for photographers.



\*Boxes from Scott Rice Studio Supply



# BRANDING, MARKETING & PACKAGING

## Packaging

### Packaging

#### ✦ RICE STUDIO SUPPLIES

\*Ships to CA, UK & AU\*

Packaging (boxes, image folios) for photographers. Can be personalized with your studio logo. (like the boxes pictured)

#### H-B PHOTO

\*Ships Internationally\*

Luscious color photo boxes, stretch ribbons, folios and such.

#### NASHVILLE WRAPS

Bags, boxes, tissue and wrapping supplies. Wide selection of colors and fun prints.

#### JOLIE WRAPS

High-end presentation packaging for albums and packaging.

#### PACK IT IN BAGS UK

#### HOBBY CRAFT UK

#### BOX MART UK

#### GIFT PAC AU

#### MOO USA \*Ships Internationally\*

#### MOO UK UK

1/2 size business cards, mini cards & stickers in small runs. So cute!



#### ✦ GET CONNECTED: BUILD RELATIONSHIPS TO DRIVE YOUR BUSINESS

Build a referral-based wedding photography business by developing relationships with vendors. \$49



\*Boxes from Scott Rice Studio Supply



# STUDIO OPERATIONS

Studio Management Systems, Accounting, Client Emails, Pricing

## Studio Management Systems

Investing in a studio management system was the best thing I ever did for my photography business. A good system acts as a studio assistant, keeping track of clients, emails, schedules, collects payments, gets contracts signed and more. Just do it, you'll thank me later.

### SHOOTQ

This is the system we use and love everyday (we're not biased here!)

### SIMPLY STUDIO SYSTEM

The new kid on the block from Simply Color, this system offers studio management, online proofing and ordering. Plus it checks the weather for your shoots.

### SUCCESSWARE

Geared towards the busy portrait studio, helps you stay on top of shoots and make sure your pricing and packages make sense financially.

### STUDIO CLOUD

This free software is great if you are starting out. Add on modules as your studio grows.

## Accounting

### FRESH BOOKS

An alternative to Quickbooks used by many small businesses.

### PHOTOGRAPHY MERCHANT SYSTEMS

Credit card processing and merchant systems for photographers. Personal service, quick turnaround. Or, just process credit card charges manually. Your choice.

### ACCOUNTING FOR PHOTOGRAPHERS

Template spreadsheet for creating your own budget.

## Client Emails



### THE GO-TO GUIDE FOR CLIENT EMAILS

If you find yourself struggling with issues like how to explain why digital files have value, this guide will be a sanity-saver. Priced at \$147, it comes with 100+ email templates for wedding and portrait photographers, dealing with the most common difficult client situations & tons of customer service goodness.

## Pricing



### CREATIVE PRICING & PACKAGING FOR CREATIVE PROFESSIONALS

Learn pricing psychology and how to put packages together, this guide shows you how for \$65 and pays for itself when you implement just a few of the strategies.

### PHOTOMINT TIP:

*Need help with pricing basics? Check out this step-by-step series over at the Modern Tog:*

**FREE PRICING GUIDE SERIES**

## PHOTOMINT SAYS:

- Contracts 101
- 10 Problems ShootQ Solved
- Packages vs. A La Carte10



# STUDIO OPERATIONS

Legal & Insurance, Legal, Business Insurance

## Legal & Insurance

### PPA

Malpractice insurance and equipment protection & tons of other great benefits. If you are a photographer in the US, do yourself a huge favor and join PPA pronto.

## Legal

### LEGAL FORMS FOR PHOTOGRAPHERS

Affordable contracts & legal forms designed for wedding portrait and photographers. Templates baby!



### CARRIER & ASSOCIATES

Specializing in contracts & legal services for photographers.

### THE PHOTO ATTORNEY

Blog focusing on legal photographer issues.

### HAKIMI LAW

San Francisco law firm that represents creatives & photographers.



## Business Insurance

Once you start a business, you may need separate business insurance to protect your equipment including computers and gear. Most home insurance policies in the U.S. do not cover home-based business equipment, so look into this right away if you've invested in professional equipment (those Mark III's add up quick!). These companies all work with photographers.

## PACKAGE CHOICE

THE HARTFORD

THE PHOTOGUARD <sup>UK</sup>

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# ONLINE PRESENCE

Websites & Blogs, Social Media & SEO

## Websites & Blogs

Wordpress is my number one recommendation for a website platform. Wordpress is easy to use and update, has fantastic SEO (search engine optimization, or how Google finds your site) and you can easily add a blog that is built right in. PhotoMint is built on Wordpress (all the best sites are).

In order to make your site look and feel the way you want, add a custom theme to your wordpress site. There are literally hundreds to choose from. This does require some learning if you plan to do it yourself, or you can work with a designer to get things going (refer to the branding section). The website is a major piece of your business and requires careful consideration and a time investment to understand what is available and what suits you best. However, I cannot stress enough the importance of this; otherwise you may end up with a flash site that offers zero (zip, nada, nothing) SEO benefits and is slow to load. Fail!

Wordpress Sites:

### PHOTOCRATI

Wordpress theme designed for photographers. Focus is on gorgeous galleries.

### ✦ PROPHOTO BLOGS

Super easy to use out of the box, no coding required, easy to

upload images. If you want easy, this is it.

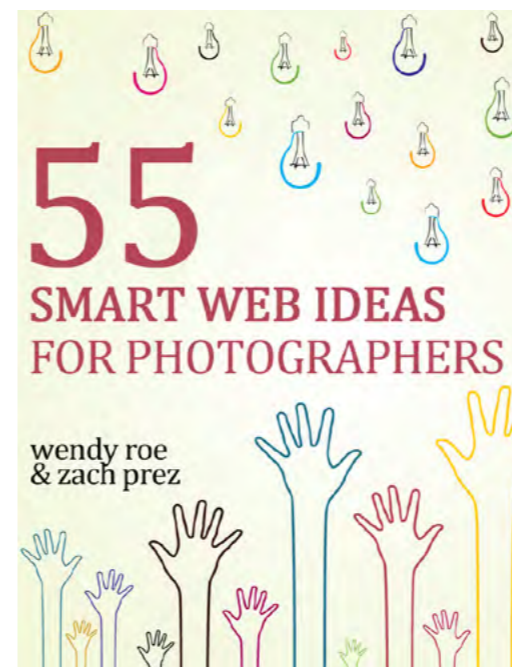
### PHOTOGRAPHY BLOGSITES

Hosted sites for pros, with easy extra add-ons like social media.

## PHOTOMINT SAYS:

- Meta-What? How Your Website Introduces Itself
- Monitoring Your Brand Online • Keeping Your Blog Updated

## Social Media & SEO



### 55 SMART WEB IDEAS FOR PHOTOGRAPHERS

This handy little guide is filled with lots of quick and easy tips to get more bang from your social media efforts. Priced at \$29. See my review [here](#).

## PHOTOMINT TIP:

*Wordpress sites are your friend. Flash sites are your mortal enemy.*

**FACEBOOK MARKETING IDEAS**

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# SHOOTING & GEAR

Posing Tools/Props, Posing, Backdrops, Gear, Lens & Gear Rentals, Gear Repair

## Posing Tools/Props

### FLOORING

Variety of “carpets” that create a vintage wood floors look. Very cool.

### NEWBORN BOWLS

Bowls for newborns: Need I say more?

### DESIGN REVOLUTION

Newborn hats, headbands, tutus and other cute props.

### HUGGABEANS

Sweet little cocoons for newborns and adorable beanies.

## Posing

### POSING APP FOR PHONES

This incredibly handy app for posing inspiration when you need it most-on the actual shoot.

## PHOTOMINT TIP:

*The folks over at Photography Concentrate have several excellent free posing guides. Check 'em out!*

[Standing Poses](#)

[Sitting Poses](#)

[Family Posing](#)

## Backdrops

### SIMPLY COLOR

Affordable backdrops in modern designs.

## Gear

### B & H PHOTO

B & H Photo & Video is the industry leader in providing photo equipment. It's one-stop shopping.



\*Albums by Asuka Book

## PHOTOMINT SAYS:

- [10 Tips Every Second Shooter Should Know](#)
- [6 Tips for Getting More from Your Sessions](#)

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# SHOOTING & GEAR

Using Your Camera, Weddings

## Lens & Gear Rentals

Save yourself money by renting and try out different lenses and bodies until you know what you prefer.

### BORROW LENSES

#### CALUMET PHOTO

Locations across the US & Europe.

#### LENS LOCKER UK

#### CALUMET UK

Locations in the UK, Netherlands, Belgium, Germany & the US.

#### LENS RENTALS CANADA CA

#### CAMERA HIRE AU

#### LENS RENTAL ZA

## Gear Repair

Drop a lens? Yeah, it happens.

### CANON PROFESSIONAL SERVICES

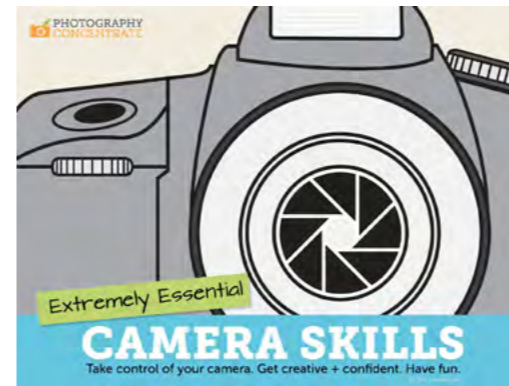
### NIKON PROFESSIONAL SERVICES

### CALUMET REPAIR

### PHOTOMINT TIP:

*CPS & NPS may seem expensive at first, but they pay for themselves the first time you drop a lens, your shutter falls apart or some other such equipment catastrophe.*

## Using Your Camera



### EXTREMELY ESSENTIAL CAMERA SKILLS

This guide is the BEST, easiest and fastest way (about 3 hours) for non-technical people to learn how to use their camera in all its glory. It goes through each setting and shows you the kinds of images created by each type of setting. For a visual learner, this is absolutely brilliant (it's brilliant people!). \$49.95

## Weddings



### SIMPLE WEDDING PHOTOGRAPHY

An ebook that teaches you almost everything you need to know about photographing weddings, and the business behind it. \$39.95

## PHOTOMINT SAYS:

- Wedding Prep Checklist
- Shooting a Wedding

# POST-PRODUCTION & WORKFLOW

Outsourcing, Album Design Tools

## Outsourcing

Overwhelmed with production? Outsource some or all of the tasks such as the initial cull of images, color correcting, renumbering, Photoshop actions/retouching, album design and uploading client galleries. Pick and choose what you want to outsource (aka pain points in your business), and build those costs into your packages.

### ✦ PLUMERIA ALBUM DESIGN

SHOOT. DOT. EDIT.

### ✦ COLORATI

LAVALU

#### PHOTOMINT TIP:

*When choosing album design software, be sure it's compatible with your album company's system.*

## Album Design Tools

### ✦ FUNDY ALBUMS

All *kinds* of products to help photographers with production workflow, including album design software, actions, album proofing, templates and more.

### PHOTOJUNCTION

Free album design software that allows you to create album design templates. Offers album proofing through their partner company, Album Exposure.



PHOTOGRAPHY  
CONCENTRATE

SUPER PHOTO  
EDITING  
SKILLS

by Rob Lim

### SUPER EDITING PHOTO SKILLS

Video tutorial teaches quick Adobe Lightroom editing techniques. \$79.95

## PHOTOMINT SAYS:

- 8 Tips for Taming the Production Workflow Beast
- How to Instantly Improve the Quality of Your Work
- How to Name Image Files

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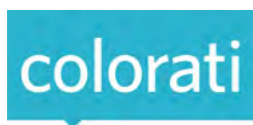
# TRADE ORGANIZATIONS

There are many trade organizations catering to professional photographers. Find an organization near you to gain access to valuable resources, educational opportunities, networking and professional camaraderie. We can all learn and grow from each other!

- 1 American Photographic Artists (US)
- 2 American Society of Media Photographers (US)
- 3 Australian Commercial and Media Photographers (AU)
- 4 Australian Accredited Professional Photographers (AU)
- 5 Editorial Photographers (Intl)
- 6 Event Photographer Society (UK)
- 7 Federation of European Photographers (Europe)
- 8 International Industrial Photographers Assn (Intl)
- 9 Italian Editorial Society (Italy)
- 10 Master Photographers Association (UK)
- 11 Professional Photographers of America (US)
- 12 Professional Photographers of Canada (CA)
- 13 Society of Sport & Event Photographers (US)
- 14 Society of Wedding & Portrait Photographers (UK)
- 15 Wedding & Portrait Photographers International (Intl)
- 16 Wedding Photojournalist Association (Intl)



# VENDOR DISCOUNTS



## COLORATI

15% off our album design service,  
**Promo Code: album15-ftw**



## SCOTT RICE

10% off one order per studio for PhotoMint readers:  
**Promo Code: PhotoMint**



## SWOONE

25% off your next order, Lovelies.  
**Promo code: PhotoMinties**



## PLUMERIA ALBUM DESIGN

Receive 20% off your first custom wedding album design order, either a single design or a package of designs including a wedding album design and accompanying portrait album designs. Also applies to extra pages, so add as many as you want!  
**Promo Code: PHOTOMINT20**



## MARKETING AND PROPS

10% off antique wooden bowl replica props for newborns. (No code needed.)



## PROPHOTO BLOGS

PhotoMint Readers can save \$10 on their ProPhoto Blogs.  
**Promo Code: LWHI7051**



## SIMPLY COLOR

\$25 off any order over \$50 for PhotoMint readers, expires 7/16/13  
**Promo code: PMT50**



## FUNDY ALBUMS

15% off any Fundy product order,  
**Promo Code: 15PhotoMint2012**



## PHOTOMINT

30% off **“Get Connected: Build Relationships to Drive Your Business”**



## PEXAGON TECH

PhotoMint readers save 25% on USB.



## BITTERSWEET DESIGN BOUTIQUE

Take 30% off everything in the template shop!  
Expires 7/31/13  
**Promo Code: PHOTOPHOLLOWER**



## WILD SORBET FRAME+DESIGN

PhotoMint Readers can get \$30 off coupon on any purchase of \$60 or more.  
Expires 12/31/13.  
**Promo code: photomint13**





# MORE PHOTOMINT

I hope this guide has been helpful for you and saves you many hours of frustration. If you want to thank me, the best way you can do that is by passing this on: [f Share](#) [Tweet](#)

## Popular Posts

- 1 Top 5 Business Books
- 2 2nd Shooter Tips
- 3 Free Marketing Tips & Tricks
- 4 Photography Pricing
- 5 24 Tips to Rock Client meetings in Public Spaces

## Popular Videos

- 1 Networking with Photographers
- 2 Tracking Leads
- 3 Networking with Vendors

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[www.twitter.com/LaraWhite](http://www.twitter.com/LaraWhite)



Follow me on Google+

PhotoMint  
[www.photomint.com](http://www.photomint.com)

PhotoMintTV  
[www.youtube.com/photominttv](http://www.youtube.com/photominttv)

## OUR MISSION:

*PhotoMint's core mission is empowering photographers to thrive, by providing critical education for emerging and established pros alike.*



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