



HOW TO BECOME AN EXPERT
AT SELLING ALBUMS

PURSUE SIMPLE

Miss





how to become an expert at
SELLING ALBUMS

Let's face it, selling albums can feel like a daunting task and beginning anything new is difficult. You may be telling yourself "I'm a creative, not a salesman", but now is the time to squash that voice in your head because you can do this, and you don't have to sound pushy while doing it.

Set a small goal for yourself. Right now. Here's what it is. *"I'm going to try this."* That's it. Just promise yourself you'll really give it the ol' college try!

We'll walk you through every step. This is going to be the easiest \$30k you make all year.

First, make sure you have a Kiss Books account so you can view pricing, get access to our template-based design app, and share your album slideshows for easy proofing.

Sign up for your Kiss Account here:

<https://www.kiss.us/mykiss>

let's BEGIN

Start with answering these questions. This will set you off on the right path.

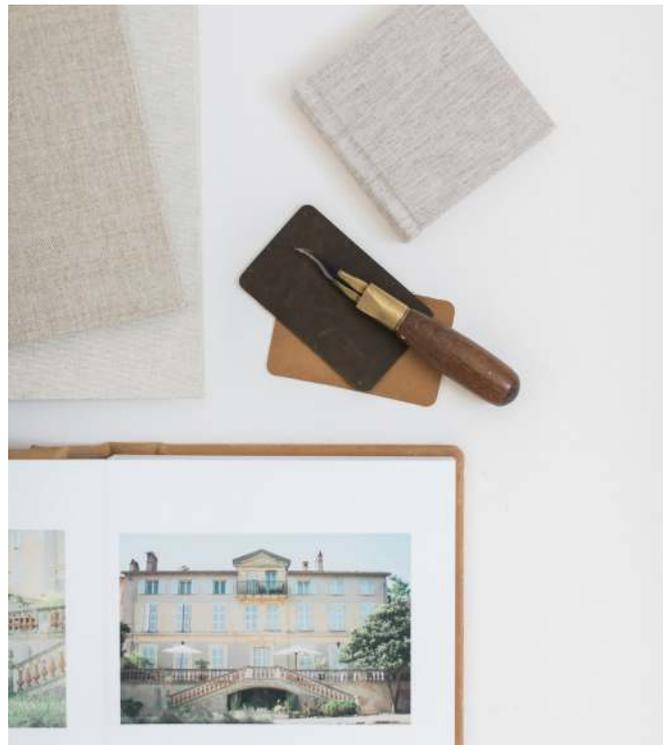
1. Decide what product you want to offer your clients. For weddings, the most popular wedding album is 10x10 with thick pages.
2. Are you ready to offer an album package? You can up-sell on additional spreads and options post wedding. You don't have to be a salesman or meet in person to do this!
3. Consider adding an engagement album in one of your higher collections! The most common size for an engagement album is the 8x8, linen cover, thin pages.
4. Do you want to offer parent albums? Include these in your higher collections or offer them as an add-on. The most common size for a parent album is the 8x8, thick pages.

Keep in mind that up-selling works best when your client has a credit included in their wedding collection.

LET'S SET UP YOUR PACKAGE CREDIT.

How do you set up the credit in your wedding packages? Break down your cost by a per-page/per-spread price.

For example, let's say you charge \$100/spread (2-pages) for a thick paged 10x10 heirloom album. If you include a \$1,000 credit in their wedding collection, this means they are guaranteed to walk away with a 10x10 10-spread (20 page) heirloom wedding album.



Let's break down the pre-design and up-selling process.

1. Your bride and groom just returned from their honeymoon and are anxious to see more than just a sneak peek on social media. The first thing you show them, before their online wedding gallery, is their album design!

2. Design up to 40-spreads. We highly suggest YOU select the images that look best in their design. It can be a daunting task for your couple to pick their top 100 favorite photos from their wedding day. You're the professional creative, don't pass this task onto your client. This could take them months!!

**Designing 40-spreads in the Kiss Designer takes only an hour. You'll get even better as you go!*

**Don't want to design? Use the Kiss In-House Designer and have our team design for you! Designing starts at \$49.*

3. Send your couple the link to their design slideshow. Don't throw dollar signs at them trying to up-sell right away. Let them sit on the design for a day or two using an email like this:

Pete and Emily,

Your wedding was stunning! I loved capturing your beautiful beach side wedding day with your closest family and friends. My favorite moment was when Joe saw you for the first time walking down the aisle. You were crying, Sally's dad was crying.. and I couldn't help but shed a few tears myself! I can't wait for you to see these joyful moments in your design.



I have good news! Your images are complete and the pre-designed album is ready to view! Click the following link to view the design slideshow: (include Kiss slideshow link here)

In two days I'll send along the link your full gallery of wedding images, as well as the instructions for making album revisions, but for now just enjoy your album slideshow and soak up the memories from your day!

XOXO,

Your Photographer



4. The key to up-selling is to create an emotional connection between your couple and the photos. Your photos are great, so this is the easy part. Just talk to them and reminisce about their perfect day. Let your couple view **ONLY** their slideshow for a few days. If you can, do this before they see their full image gallery. Let the album design be one of the very first things your couple views. Don't pass along instructions on making changes just yet. Overwhelming your couple with instructions or dollar signs will push them away.

5. After a few days, send your couple an email with instructions on how to move forward with their album. At this time you should also email their link to their the full image gallery.

Pete and Emily,

I hope you have fallen in love with your album design! I can already imagine your future kids and grandkids looking through your wedding album and asking about the happy tears shed during that first look during your ceremony. What a memorable moment that is sure to be cherished forever!

Your photos are so gorgeous that my team designed a large number of spreads for you to select from. Please go through and select the spreads that you would like to keep for your album and as well as any images you would like to swap/delete/replace using the commenting system and the link to all of your wedding images.

When you are ready to make those changes, click the padlock button on the bottom right corner of the slideshow and a comment box will appear. Remember, you already have \$1,000 to spend on your album that was included in your wedding package, and additional spreads can be bound into your heirloom album at only \$100/per spread.

Please let us know if you have any questions during the revision process!

If you make all revisions within the next 3 weeks (include date) I will gift you with a free spread (\$100 value!)

XOXO,

Your Photographer

6. Make sure you include an incentive for your couple to submit their revisions within X amount of days. Otherwise, it may take months for the final approval. Ideas include:

*15% off any additional spreads if you approve your design within 30 days.

*1-free spread if you approve your design within 3 weeks

* Your choice of free engraving or a free cameo if you approve the design within 30 days

* Once your album is ordered your full gallery of images will be available for download!

Just think, if you shoot 30 weddings a year and make an average of \$1,000 on EACH couple, that's 30k! And we haven't even discussed parent albums yet (there's more to come)!

Set a new goal for yourself and tweak this process until it's right for your studio. Don't give up if it feels awkward or hard. You've already started, and that's the hardest part.



Meet & Greet Album Sales with **LUKE AND CAT**

Luke & Cat have been selling Kiss Heirloom Books for years, but they recently decided to move away from the pre-design and up-sell process. Did they make great money with pre-design and upsell? You bet! However, there are pros and cons to any sales technique, and they felt that they didn't want the last interaction with their client to involve money.

So what's their new process? Here's a the step by step process of selling a larger album BEFORE the wedding day:

1. Luke & Cat book their couples over the phone or email, offering one basic collection. This collection contains one album and no options. The last thing any
2. Immediately after their couple books, they send them an invite to a meet and greet where they have a beautiful presentation of wine and cheese at their Texas ranch. Click here to get this very email from Luke & Cat!
3. They use this in-person time to build a relationship and connect with their customer. They start their meeting by asking engaging questions that let them learn more about what their couple truly loves. Then, they use these as talking points during the meeting.

4. They show each couple sample books. People love to feel and see what they are getting, so Luke and Cat show exactly what is offered in their basic collection. This album is a 10x10 10-spread, thin-paged, luster album. Now here's the kicker... the wedding files aren't included in that basic collection. So, how do they sell the files?

5. Luke & Cat offer an upgraded option that includes the following:

10x10 (30-spread) heirloom Kiss Book, thick

pages, cameo, matte paper

10x10 Engagement album 15-spread, thin pages

8x8 thin page parent books

Wedding Files

Nearly every couple they meet with chooses to upgrade. Getting so much more for your money is a no-brainer!

TIPS & TRICKS FROM LUKE & CAT

Keep your design simple. Luke & Cat design using 2-4 images per spread

Luke & Cat only offer the Hammock linen cover. That's it. For EVERY bride. Keep it simple!

Post about the products you offer on social media! Their customers already know they want a wedding album because of the way Luke & Cat rave about the books on their Instagram. Their couples show up to meet and greets excited to view the products they've seen online!





album sales with

THE YOUNGRENS

The Youngrens have been selling albums for nearly 10 years and have nailed down a VERY successful process that works great for their brand.

Most couples have a budget, whether that's from their parent's, a budget they put together themselves, or a combination of the two. Invest in your client's early while they are still slicing out what they want to spend.

1. During the initial booking meeting The Youngrens form a connection with their couple. They talk to them about the importance of investing in an heirloom album and how it will be passed on to

future generations. They also discuss how rapid changes in technology makes it so important to print your photos. A CD of images was popular a few years ago, but computers don't even come with disc drives anymore!

2. The Youngrens have studio samples in their studio that are the exact thickness and cover type the client will receive if they purchase an album of their own.

3. The digital files aren't included in their wedding collection. However, if their client purchases a wedding album, the digital files are included. Genius!



4. Price out your wedding album and digital files to be very similar in price. The Youngrens charge \$1,800 for a wedding album (10x10 20-spread, thick page, leather) and just a few hundred less for the digital files. It makes sense to purchase a wedding album and receive both!

Let's do the math. Let's say each of your clients add on an album for \$1,000 and you shoot 20 weddings a year. That's an additional 20k in your pocket with this method!

TIPS AND TRICKS

Offer a 15% discount on any additional items your couple adds to their package. This is a reason for your couple to purchase it at the time they book, rather than later on. Include this discount on albums, parent albums, prints, etc!

Jeff & Erin don't do large post-wedding sales with albums, but it doesn't mean you don't have to offer any upgrades. They offer their client the option to upgrade to a 12x12 book for \$400. What if their client wants matte paper instead of luster? \$400. You get the drift.

*The single most important thing
to remember is this:*

JUST TRY

No technique is better than the other, and all of them will make you money. So, pick whichever one feels the best and just start trying it! Your clients love your work, so they will love their book.

Set a new goal for yourself and tweak this process until it's right for your studio. Don't give up if it feels awkward or hard. You've already started, and that's the hardest part.

If you feel stuck or lost or just need someone to talk this through with, reach out to us at Support@Kiss.us or text/call us at 551-224-0123.



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