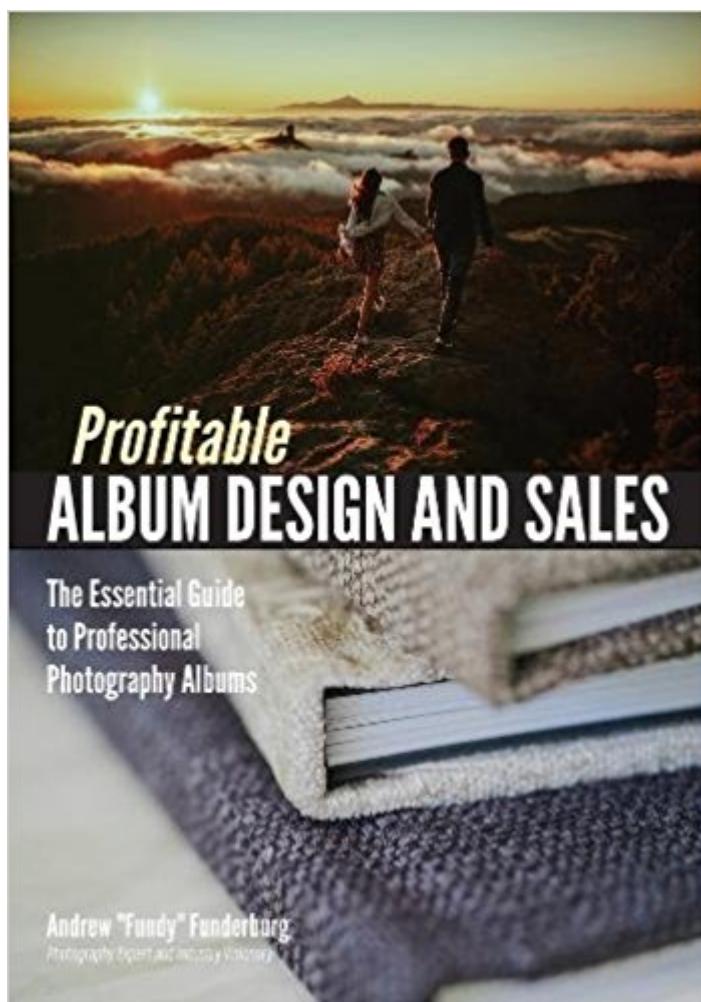


The book was found

Profitable Photo Album Design And Sales: The Essential Guide To Professional Photography Albums



Synopsis

Andrew Funderburg discusses how to build a richer experience for your clients and your business by creating an experience through storytelling across a sequence of images, rather than in isolated portraits that capture only one moment. He shows you how to find the heart of each client's story and how to shoot for the story using a three-act structure. He writes about shooting in a way that will enable you to tell a cohesive and compelling story that when organized into an album will deeply resonate with your clients. He discusses the art of pricing and presenting albums so that it makes sense to clients and then shows you how to create an awesome design consultation so that everyone feels excited and inspired to have their story in print.

Book Information

Paperback: 128 pages

Publisher: Amherst Media (March 14, 2017)

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Product Dimensions: 7.1 x 0.3 x 9.9 inches

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Average Customer Review: 5.0 out of 5 stars 4 customer reviews

Best Sellers Rank: #620,881 in Books (See Top 100 in Books) #116 in Books > Arts & Photography > Photography & Video > Business & Careers #711 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Reference #965 in Books > Arts & Photography > Photography & Video > Digital Photography

Customer Reviews

Andrew Fundy, a photography expert and industry visionary, has a passion for people, capturing emotions and telling their stories through print. He is the creator of the Fundy Design Suite software platform and the founder of Fundy Software. The Fundy Suite has transformed countless photography businesses and facilitated the production of millions of photo stories worldwide. The software design tools are simple and efficient for the busy photographer looking to capture the emotions of the moment and lay out the story of their clients with albums and wall art. Fundy continues to lead innovation and personally inspire photographers worldwide with his stories and a common sense approach to photo layout and the art of storytelling. Fundy speaks four languages, holds a BA degree in English Literature from the

University of Oregon, was a former Peace Corps volunteer in the Republic of Moldova, an Iron Chef Photographer in Japan, and has traveled the outer reaches of the planet preaching about the power for printed photography.

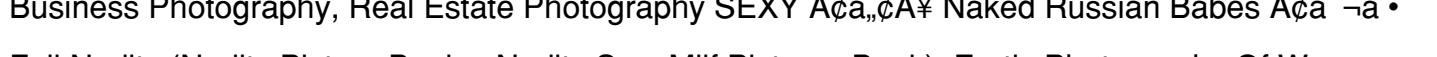
"Fundy" (Andrew Funderberg) has a vision for, and has exhibited leadership in, the photo industry with his software and his evangelism for The Printed Photograph. He has created a platform to help you efficiently -think- about how you shoot and sells a separate set of (great) software tools to help you achieve that vision with less effort. This effort-saving allows you to put more energy back into your work, without being a cookie cutter approach. This isn't some "workshop" guru-of-the-month trying to tell you how to get rich as a weekend photographer in your spare time (just take more of their workshops). It's a well trained businessman and photographer with a solid company and a vision for helping photographers ... and the industry at large ... and ultimately our end clients.

Great book! It's an easy read with many useful insights into album design and sales and shooting FOR the album. It's not a book simply showing you how to lay out a photo album. That's in there with lots of detail...but the book goes into more detail on how to create the right images to create that photo album in the right way. Something that is timeless and will last for generations. There is a method to this and it was truly an a-ha moment for me. I have a new mindset for shooting now, how many photos I need, how many detail shots I need. Like doing a storyboard for movies, this book will show you how to do that for your photography. I feel that it'll make me a much more efficient shooter so that I get the right images for an epic wedding album and ultimately a happier client. Shooting insights, creative ideas, and pricing options are also in there. It's a great resource showing you the photo album creation process from shooting the images to presenting the finished album to the client. If you want to know how the most successful pros do it and how YOU can do it, this book will show you.

The power of print and understanding print is important for our future generation. I love this book and I refer back to it often. If you're wanting to understand how to increase your sales this is a must read.

Your customers will not embrace albums if you don't. This will give you FUNDY's years of experience so you don't have to make his mistakes (smile).

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