

# NEWBORN PRO GUIDE

Newborns + Babies Inspiration Guide Companion



*Introduce the inspiration guides to your clients as soon as you start working with them.*



### **A marketing resource for your business**

We created the Newborns & Babies Client Inspiration Guide as a marketing resource for you to distribute to your clients and prospects. It's a great sales tool to present to parents when you first meet about photographing their baby. It also carries value throughout your entire process, all the way through the final sales session and beyond.

### **Client Inspiration Guide**

The Client Inspiration Guide shows WHCC products displayed in real home settings. Page by page, your clients can envision the different products and displays in their own home with their own images. The goal of the Inspiration Guide is to set the expectation in your clients' minds, right from the start, that you offer value and service they won't find anywhere else.

# LET'S GET STARTED

## **A Curated Home**

The Inspiration Guide has its own website: [acuratedhome.com](http://acuratedhome.com). You can direct your clients to this online version of the guide. It has no affiliation or links to WHCC, so you can use it exclusively as a marketing tool for your own business.

## **The Pro Guide**

In your hands, you hold the Newborns & Babies Pro Guide, a selling companion to the Newborns & Babies Inspiration Guide. We designed this powerful marketing tool specifically for you, the photographer.

The Pro Guide is an expanded version of the Client Inspiration Guide. This version calls out all of the WHCC products shown, including sizing details and pricing. All products are customizable, so the prices shown are simply guidelines. Actual prices may be higher or lower, depending on options and quantities ordered. The Pro Guide also offers sales tips, product ideas, and relevant marketing strategies to help you build and maintain a successful photography business.

## **A library of free templates whenever you need them**

Access [resources.whcc.com](http://resources.whcc.com), a site where you can find all of our free templates in one place. You'll find templates for tons of products you can purchase from WHCC. That includes all designs featured in our Inspiration Guides for your family, baby, senior, wedding photography, and so much more.

## **Easy design and ordering for 5x7" flat cards**

You can easily offer cards to all of your clients with our online ordering site: [order.whcc.com](http://order.whcc.com). Create and order cards in just minutes without any additional software necessary. Don't worry about having to design a card—just select one of our pre-made designs, drag and drop your photos, insert the desired text, and choose the colors. To collaborate with your clients, direct them to [cards.acuratedhome.com](http://cards.acuratedhome.com), an unbranded page for them to see all the card designs available. We also provide an unbranded link for your clients to preview and approve their cards before ordering.

## PUTTING THE INSPIRATION GUIDE TO WORK

Order as many Inspiration Guides as you want, anytime, for only \$1 each. They're great to have on hand to give new clients, or to pull out for quick reference when working with clients in any stage of the process. Every time you order a set of Inspiration Guides, a Pro Guide is included.

After you first meet with your clients, send them home with their own Inspiration Guide so they can start thinking about what they want. Bringing their guide home will get them excited about working with you and the priceless moments you will be capturing for them. You can even encourage them to do their 'homework', noting products they like and measuring the spaces where they'd like to display their images.

People often know a lot about your photography style before they even meet you through your website and word of mouth. Listen to what they want and why they came to you. Walk them through your process, educating them about the experience you offer and what makes you different from every other photographer.

### **Educating your clients**

A lot of clients these days think they just want digital files of all their images. Files stay on drives, media becomes damaged or obsolete, and the images they do print often end up on inferior paper or products that devalue your art. Educate clients on 'why to print'. When they trust you to create the highest quality products for them to experience every day, they realize that's probably what they wanted all along!

# MAKING THE MOST OF YOUR CLIENT GUIDES

## **High-quality, Long-lasting products**

Make sure your artwork sees its full potential. Professional-quality prints, albums, gallery wraps, and other exceptional WHCC products last a lifetime and have a timeless appeal. You get the privilege of preserving special moments for your clients that are passed down for generations.

Show your clients samples and products you offer. Pay close attention to what interests them. People will create an emotional connection to a product they like. They'll start to picture it as theirs. It's a good idea at this point to keep it simple. Don't overwhelm them with too many options.

## **What if I don't offer all the products shown in the Inspiration Guide?**

It's ok! It would be difficult to offer packages that include every single product shown. The goal is not to get clients to love each individual product, but to inspire them to bring more photographic art into their surroundings. Build the packages you want to sell. You may choose to utilize some of the additional products in the guide as value added incentives, package add-ons, or even client gifts. What if a client insists on purchasing a product that you don't offer? You can always say no, but you could also use it as an opportunity for an extra sale. You know you can get it from WHCC, and you can price these items higher to offset your additional efforts to deliver them.



## BABY IS HOME

Your baby is a tiny miracle! From itty-bitty fingers and toes to delicate sneezes and eyelash flutters, capture every perfect detail of your brand new little love.

Welcome baby into your home with imagery from newborn and family photography sessions. Transform any space into a warm and welcoming place with beloved images of your growing family.

You'll never forget those first days with your baby. You can relive them any time you want in beautiful ways you never thought possible.

### Create a calm, comfortable environment for parents and babies

Photography is so much more than creating beautiful images for your clients. It's also about the experience you provide them. Make it a priority to build trust with your clients and keep their baby safe and comfortable. When you can put parents at ease, baby will be more relaxed as well.

### Make baby feel at home

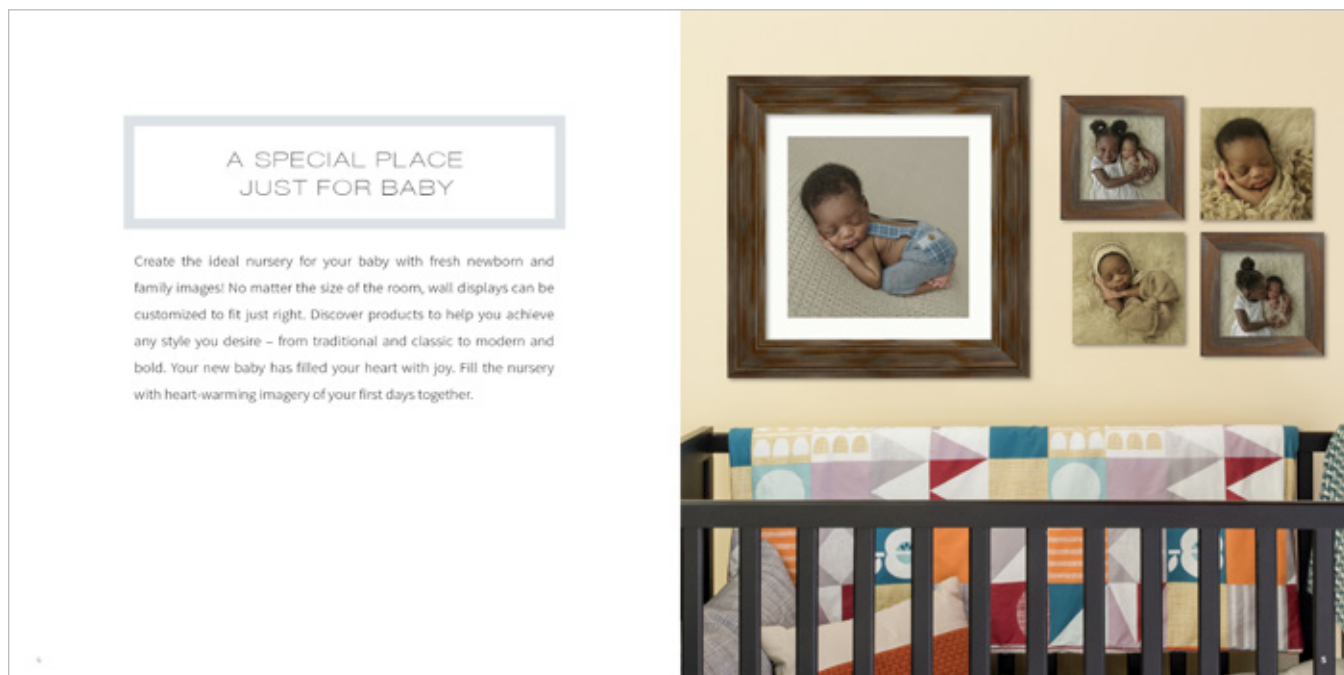
New babies are used to being in the womb. Do your best to create this feeling for them. Make sure your studio is nice and warm. 80 degrees is around what babies prefer. This keeps babies nice and sleepy so they're easier to pose. It also keeps their skin from getting splotchy, giving you better images. Another factor in keeping baby cozy is ambient sound. The

womb also provides plenty of noise, so it's a good idea to use white noise when you're working with newborns.

### Don't overdo it

Fussy babies tend to put new parents on edge. Provide all the comforts of a nursery, including a rocking chair and changing table, so the family can take breaks when baby needs to be comforted, changed, or fed. All babies have their own comfortable positions, so don't try to force any poses to get certain shots. When it comes to newborn photography, the simplest images are often the most beautiful and cherished. Keep the environment calm, and you'll end up with happy parents and newborn images they'll treasure.

**RIGHT** 20x20" Colonial Aged Umber Frame (starts at \$149), (2) 8x8" Ashland Aged Umber Frames (starts at \$44 ea), (2) 8x8" Wood Prints (\$30 ea).



### Create baby session packages

Client retention is easy when they are already scheduled to come back. You can start with a maternity session and offer package deals for shooting their baby's newborn, three-month, six-month, nine-month, and one-year sessions.

### Offer wall products from classic to unique

Gallery wraps are a classic choice for fine art wall displays. The color and texture of gallery wraps lend vibrancy to images, and they have a high-end look and feel. Wood prints, pictured above, are a unique item that your clients aren't likely to find anywhere else. It's important to show samples of all the different products you want to sell, but don't overwhelm your clients with too many options. Get them to visualize their dream nursery. Find out which product they can't live without and don't let them leave it behind!

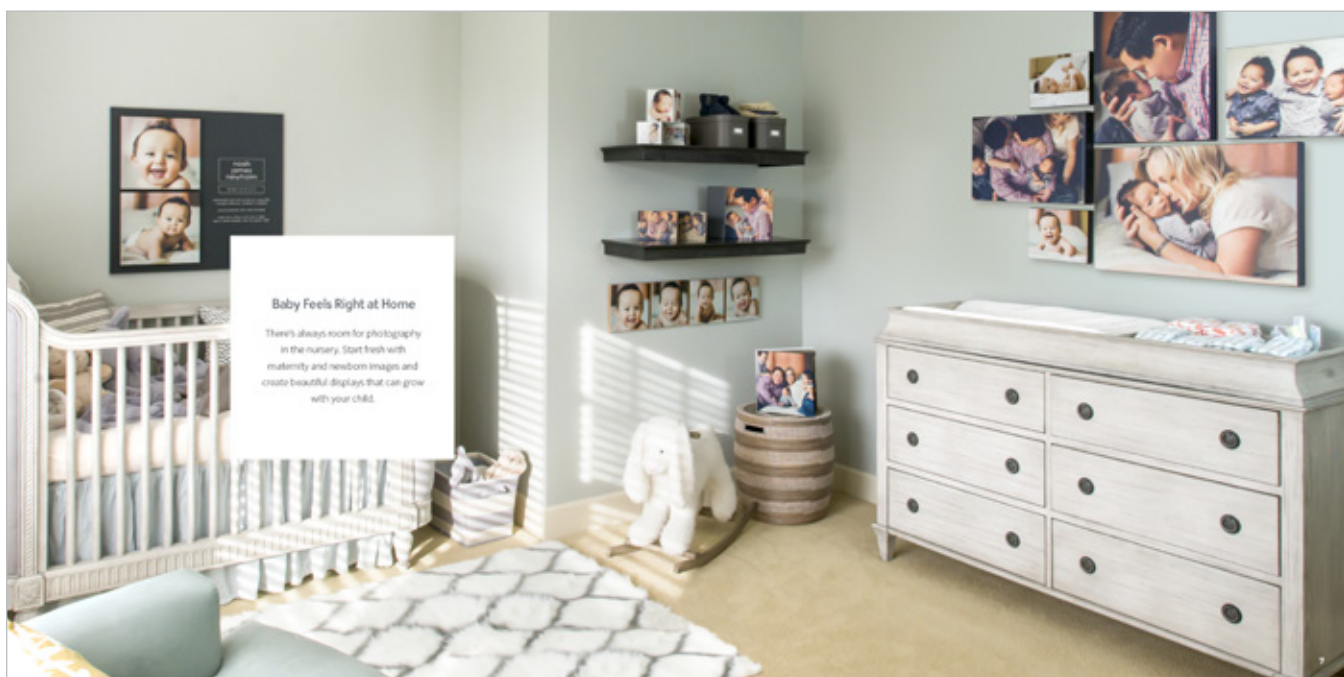
*Show samples  
of different products  
you want to sell,  
but don't overwhelm  
your clients  
with options.*



## FEATURED PRODUCTS (p. 6-7)

**LEFT** 23x23" Stacked Image Block (starts at \$106), **SHELF** (top to bottom) 4x5" Image Folio (starts at \$39), (2) 4x4" Image Cubes (starts at \$23 ea), (2) 5x7" Wood Prints (\$23 ea), 8.5x11" Press Printed Book with Combo Cover in Grey Fabric (starts at \$48), (4) 8x8" Bamboo Panels (starts at \$32 ea), 10x10" Album (starts at \$73). **RIGHT** (clockwise) 8x10" Gallery Wrap (starts at \$39), 16x20" Gallery Wrap (starts at \$72), 16x12" Gallery Wrap (starts at \$63), 18x26" Gallery Wrap (starts at \$99), 8x12" Gallery Wrap (starts at \$41), 14x20" Gallery Wrap (starts at \$75).

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### Image blocks for the nursery

Assume your clients want the big-ticket items, like keepsake albums and gallery wraps. Treat a more cost-effective item, like an image block, as an upsell. Feature a few photos from the newborn shoot and add baby's name and birth stats. It's quick and easy to design, and your clients see it as a huge value.

### Create a nursery collage

Above the crib and changing table are perfect spots for a collage. Explain to your clients the benefits of owning a wall collage rather than a single statement piece. First, and most obvious, they get to display more images. Plus, the same pieces can be re-arranged to create countless different looks. A collage in the nursery can be added onto with new imagery as baby grows.

### Don't overwhelm parents with too many products up front

If they know they're coming back for more sessions, they don't want to be overloaded on just newborn imagery. Stick to timeless, classic products and images to start. At this point, building trust and long-term client relationships is much more important than big orders up front. Sell a little bit after each session to keep the momentum going and assure they have plenty of imagery from throughout the first year.



## FEATURED PRODUCTS (p. 8-9)

**LEFT** (top to bottom) (3) 4x4" Image Cubes (*starts at \$23 ea*), 8.5x11" Press Printed Book (*starts at \$48*) shown with 8.5x11" Cream Linen Boutique Bag (*starts at \$30*), 10x10" Album (*starts at \$73*). **RIGHT** 16x20" Premium Gallery Wrap with Smoke Gray Float Frame (\$172), (3) 6x6" Bamboo Panels (*starts at \$23 ea*).



### Tight on space? You can still create a collage

If your clients don't have a lot of wall space to work with, you can still sell a multiple piece wall display. Rather than filling a spot on the wall with one single product, go with multiple smaller ones. Your clients can choose one image for a slightly larger 'statement' piece and fill in the rest of the space with smaller pieces. Your clients get more value from this type of display, and it's better for your bottom line.

### Combine products to hit different price points

If you clients are working with a tighter budget, recommend a grouping that combines products at different price points. They can splurge on the statement piece and fill in the rest with more affordable options.

### Create a rich, natural look

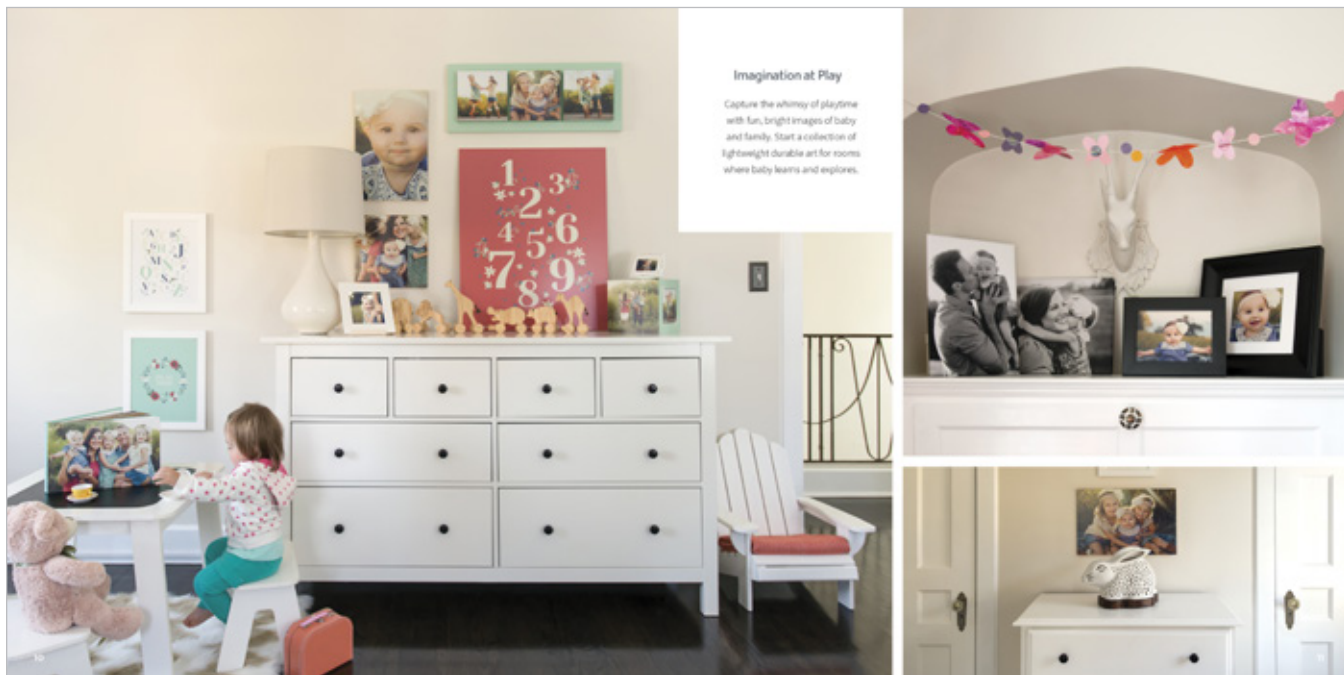
If your client is going for a rustic or natural feel, offer products like Wood Prints, Bamboo Panels, and Standout with light wood or bamboo edging. These items perfectly enhance images from outdoor sessions as well.

### One product, six sides, tons of possibilities

Image Cubes add an element of playfulness to the nursery décor. They add dimension to the nursery when displayed on a shelf or tabletop surface. Combine several cubes in a stack or to spell out baby's name.

## FEATURED PRODUCTS (p. 10-11)

**LEFT** (left to right) (2) 11x14" Slim White Frames (starts at \$49 ea), 8x12" Album (starts at \$80), 12x18" Standout with Light Wood Edge (starts at \$44), 12x12" Standout with Light Wood Edge (starts at \$31), 8x8" Matted Print with White Mat on Wood Display Stand (starts at \$14), 28x11" Trio Image Block (starts at \$108), 24x30" Standout with White Edge (starts at \$144), 2.5x3.5" White Seaside Mini Boutique Frame with easel back (starts at \$26), 8x8" Image Cube (starts at \$50). **RIGHT** 8x12" Float Wrap (starts at \$32), 10x10" Float Wrap (starts at \$31), 5x7" Slim Onyx Frame with Easel Back (starts at \$28), 8x8" Black Frame with 5x5" White Mat and Acrylic with Easel Back (starts at \$50), 12x18" Standout with Light Wood Edge (starts at \$44).



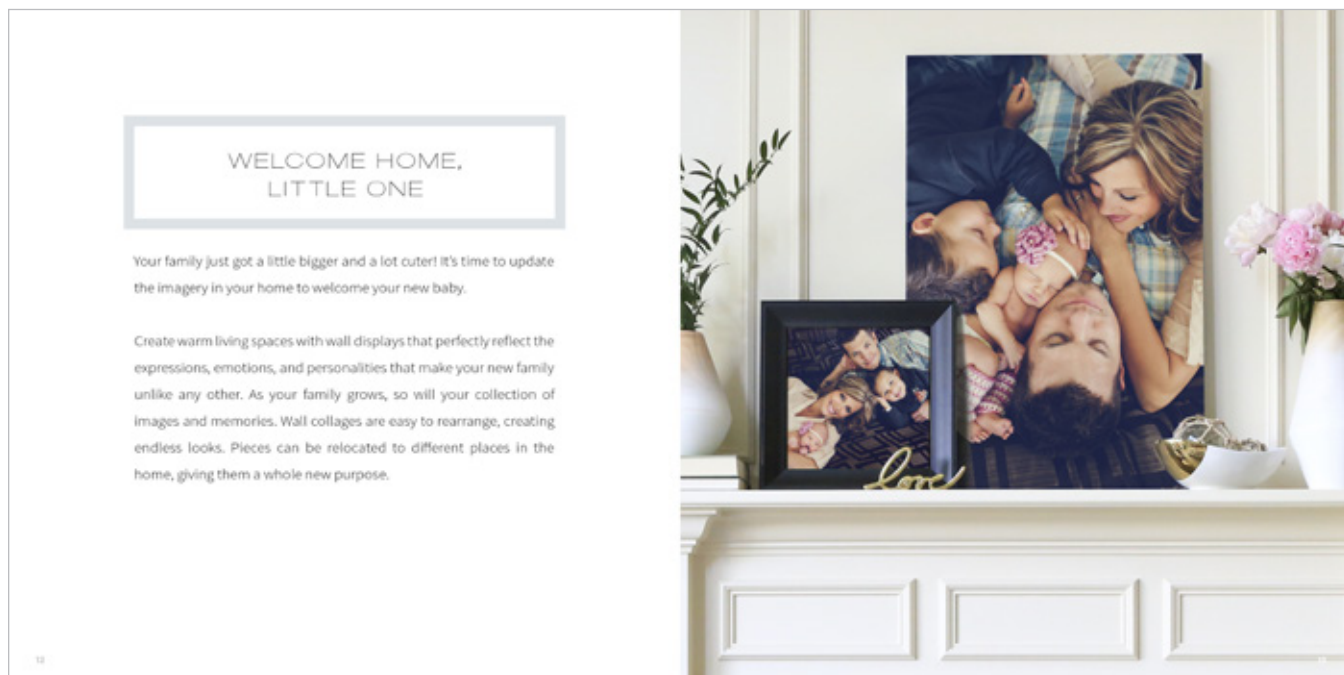
*Bright colors,  
big smiles,  
and spirited  
play sessions  
surround children  
with happiness  
and comfort.*

### Keep things light

Your clients can start a collection of lightweight, durable art for their children. As their baby grows and play becomes more lively, they can still add personality and style to rooms dedicated to play. Standout, slim frames, and float wraps are all great options for these spaces.

### Make it fun

Spark young imaginations with displays of playful images. Bright colors, big smiles, and spirited play sessions surround children with happiness and comfort. One-year sessions are perfect for capturing these types of images. Talk to your clients before the session about bringing some of baby's favorite toys. Cake smashes are popular at this age, and the resulting images are priceless!



### **Offer in-home consultations**

When you meet with your clients in their home, you get to know their style and learn what they want in a setting that's comfortable for them. Your clients get to show you where they would like their imagery to live in their home, and you get to be the expert consultant with ideas and solutions for enhancing their living space. Most importantly, you can create beautiful and lasting memories that perfectly fill the right spaces in their home.

### **Provide a good, better, and best option**

In general, offering three different package options is a good place to start. Structure your wall display offerings so that there is (1) a good option, (2) a better option, and (3) the best option. Your middle option should be the one you want them to purchase, because it's the one they're most likely to choose. Make sure the 'good' option is still priced for you to profit. If they purchase the very 'best' one, it's bonus income for you.

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## FEATURED PRODUCTS (p. 14-15)

**LEFT** (clockwise) (2) 12x12" Standouts with Black Edge (starts at \$27 ea), 8x10" Barnwood Frame (starts at \$59), 8x10" Bronze Frame (starts at \$44), 20x24" Standout with Black Edge (starts at \$70), 8x10" Barnwood Frame (starts at \$59). **RIGHT** (top to bottom) 4x4" Image Cube (starts at \$23), 8x12" Press Printed Book with Lay-Flat Paper and Combo Cover in Tan Faux Leather (starts at \$69).



*Add value to  
large purchases  
by adding  
smaller,  
complimentary  
items to the  
package.*

### **Collages offer versatility**

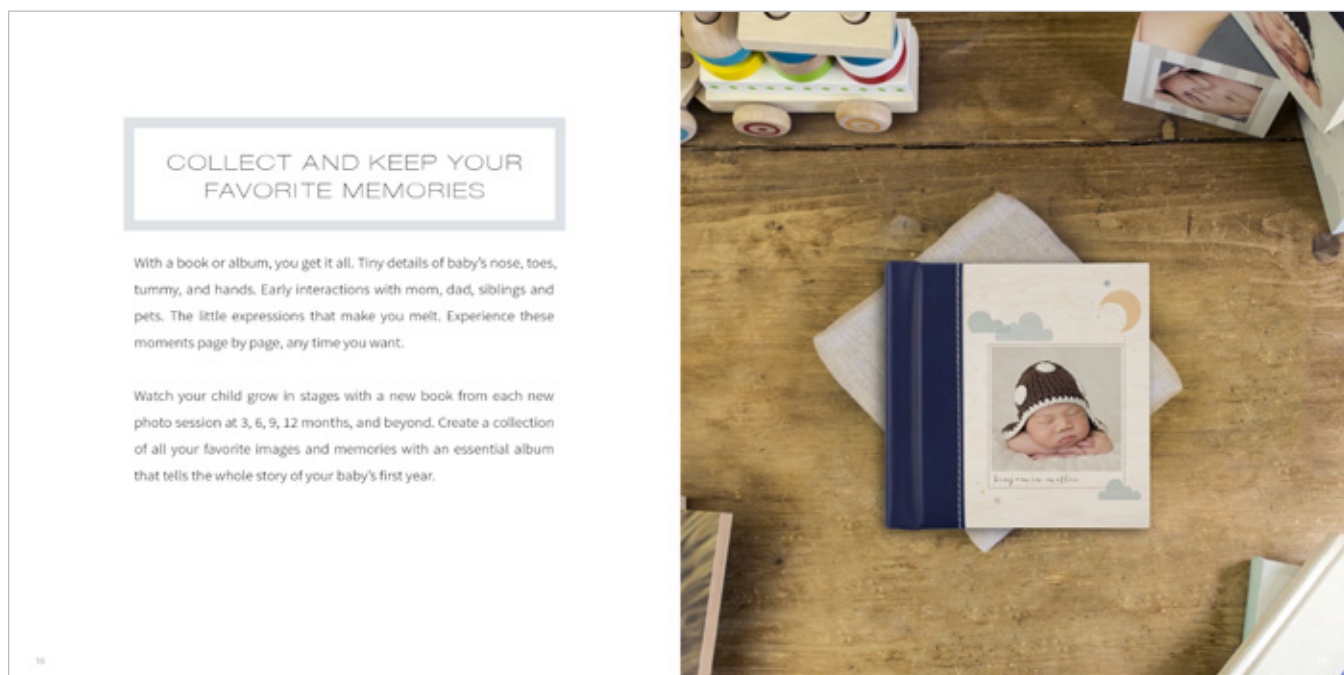
Collages can be customized for any space and style. Plus, they're easy to rearrange. Your clients can create a whole new look, over and over again. Pieces from the collage can also be relocated throughout their home. As their family grows, some images may move from the collage to a hallway, staircase, or bedrooms.

### **Upsell with added product incentives**

You can always sell bigger by adding product incentives. If your clients are considering a large wall display, you can add value to the purchase by adding smaller, complimentary items to the package. Since a limited number of images fit on the walls, consider including a small book, Image Box, or Image Cube to display on the coffee table and pull the look together.



**RIGHT** 6x6" Album with Faux Navy Leather and Wood Combo Cover (starts at \$70) shown with Oatmeal Linen Boutique Bag (starts at \$30).



### Create a collection

Create a package that includes a book for your clients each time they come in for a session. It's a special way for them to get every image they want, including the ones they love but wouldn't purchase otherwise. After the one-year photo session, it's time to compile their favorite baby and family images from throughout the year and create a high-end album.

### Deliver albums in style

Include packaging in the price of your albums. Don't leave it up to your clients whether or not they want to spend the extra money. They won't. Packaging for albums is necessary: it adds excitement to the delivery, professionalism to the presentation, and most importantly, protection for the long-term care of the product. Boutique Bags and album Image Boxes are two great options that elevate the value of the product as well as your brand.

*With a book  
or album, clients  
can get every  
image, including  
the ones they love  
but wouldn't  
purchase  
otherwise.*

## FEATURED PRODUCTS (p. 18-19)

**LEFT** (top to bottom) 5x7" Press Printed Book with Lay-Flat Paper (starts at \$36), 6x12" Album (starts at \$75), 10x10" Album (starts at \$73). **RIGHT** 10x10" Press Printed Book with Lay-Flat Paper (starts at \$69).



*A custom baby book is a great add-on, purchase incentive, or surprise client gift for newborn sessions.*

### Create a custom baby book for parents to fill in

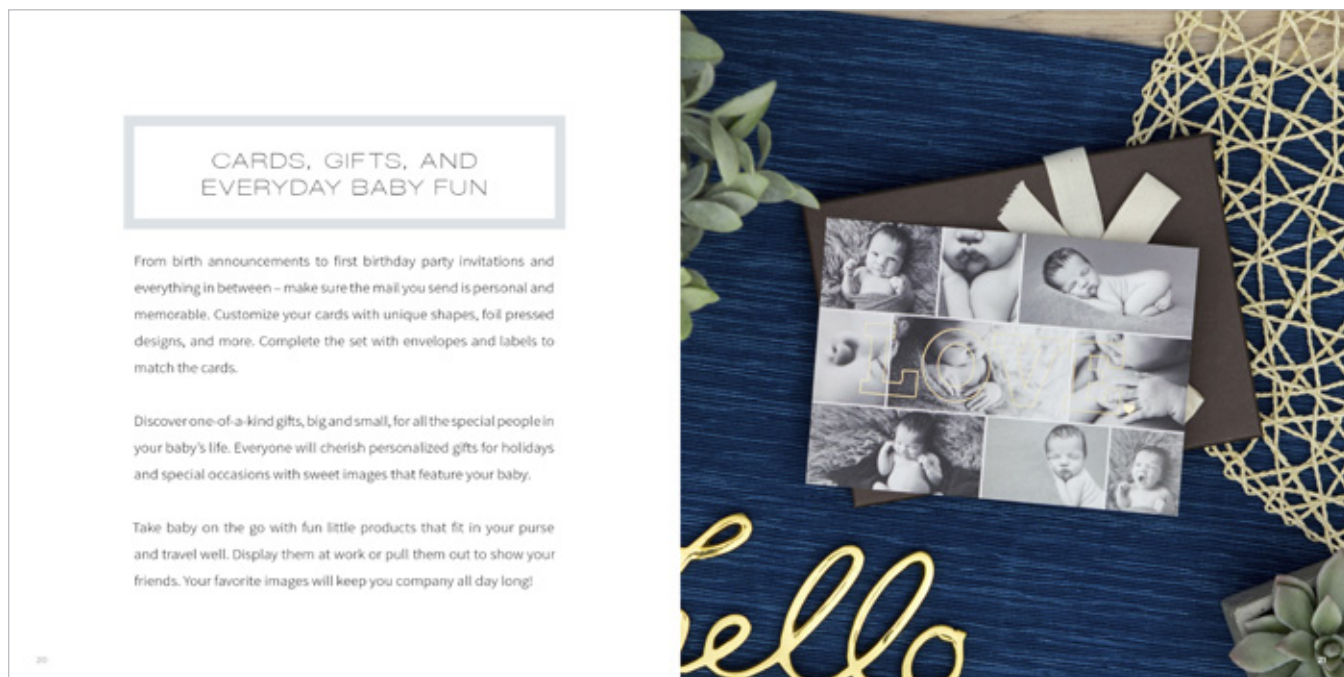
New parents love baby books for keeping track of their baby's first year. Why not create personalized baby books for your clients? For the best fill-in books, use lay-flat standard matte paper without gloss coating for the pages. Include images from the newborn session (and even maternity session) and add prompts and questions for the parents to fill in as their baby grows and reaches milestones.

A custom baby book makes a great add-on to a baby package, incentive for an album purchase, or surprise client gift after the newborn session.

### Books and albums to share

Offer small companion books or albums for special people in baby's life. Sizes that are square, 12x12" for example, are the best choice when you plan to sell a smaller companion. You can use the same design from the original, and resize to another square format, like 6x6" or 8x8". This takes a lot of the work out of selling multiples, increasing your profit margins.





### Easy design and ordering

With our online ordering, you can easily offer cards for all your clients. Whether your clients need baby announcements or first birthday party invitations, you can create and order the perfect card in just minutes. Just select one of the pre-made designs, drag and drop your photos, insert the desired text, and choose the colors.

### Add your brand

Your clients love what you do. Add your branding to their cards so they can market for you! All of the pre-made designs have the option to add your studio name or website. Signing your work gives your clients the distinction of working with a professional photographer. Getting your work seen by your clients' friends means more potential ideal clients for you.

### Not your typical cards

Cards are a great opportunity for extra sales, and it's easy to add value with extras like boutique shapes and foil pressed designs. You can let your clients choose shapes and foil that best fit their style. These unique touches add character and a lot of value to cards. They look amazing without a lot of design work on your part.

## FEATURED PRODUCTS (p. 22-23)

(left to right) 4x5.5" Folded Press Printed Card (starts at \$1.07 per card), 4x5.5" White Linen Envelope (\$.17 ea) with Envelope Seal (starts at \$.30 ea), 5x7" Flat A2 Boutique Card (starts at \$1.17 per card), 5x7" White Pearl Envelope (\$.26 ea), 4x8" Flat E1 Boutique Card (starts at \$1.17 per card).



*Clients can  
market your  
business for you,  
simply by sending  
cards with your  
logo to their  
friends and  
family.*

### **Sell more cards with one design**

With our online ordering, [order.whcc.com](http://order.whcc.com), you can easily offer cards for all your clients. Carry a theme throughout your clients' baby shower invitations, birth announcements, and thank you cards for a professional, cohesive look.

### **The complete set**

Don't just offer cards; offer your clients the total package. Choose envelopes that complement the cards. Create return address labels and envelope seals that carry the design of the cards to the outside. Make it a custom experience for your clients by helping them make an impression with their cards right out of the mailbox.

## FEATURED PRODUCTS (p. 24-25)

**LEFT** (clockwise) 4x5" Image Folio (starts at \$39), Wallet Accordion Mini Book (starts at \$6 ea, min of 3), 2.5x3.5" Wallet Photo Print (starts at \$2.20 per 8-up sheet), Phone Skin (starts at \$8). **RIGHT** (left to right) E1 Boutique Metal Ornament (\$15), Wallet Accordion Mini Book (starts at \$6 ea, min of 3), 8x8" Metal Print (starts at \$16), 4x5" Image Folio (starts at \$39), 5x7" Photo Prints (starts at \$1.15 ea) shown in Kraft with Cream Premium Packaging (\$7.25), 4x4" Image Cube (starts at \$23), 2.5x3.5" White Cottage Boutique Frame (starts at \$24), 5x7" Wood Box with Printed Lid (starts at \$48) and Mounted Prints (starts at \$6 ea).

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### Small and sweet

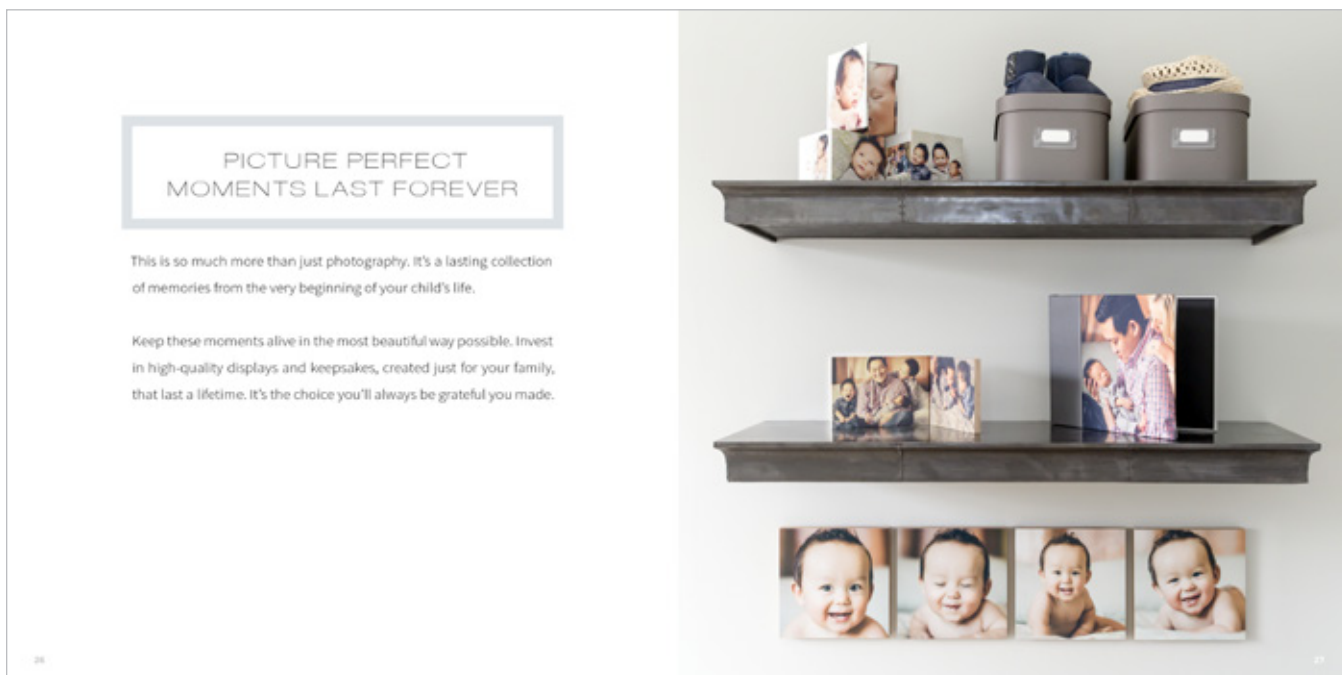
There are plenty of miniature, inexpensive display items that make great gifts and fill little spaces on shelves, desks, and tabletops. Think Image Folios, Small Framed Prints with an easel back, a series of Image Cubes, and Matted Prints with a display easel. You can offer small, inexpensive items as incentives for hitting price points or as package add-ons. Delight your clients with unique products they wouldn't purchase otherwise and wouldn't find anywhere else.

### Everyone loves mini accordion books

Add baby and family images to both sides of the fold-out accordion panel. Include birth stats or even a calendar. People love mini books because of their portable size and the amount of images that fit inside. They're also magnetized, so they can be displayed on the fridge. These make great mini gifts for friends and family. Add them as companion products when your clients order books and albums.

## FEATURED PRODUCTS (p. 26-27)

**RIGHT** (top to bottom) 4x5" Image Folio (starts at \$39), (2) 4x4" Image Cubes (starts at \$23 ea), (2) 5x7" Wood Prints (\$23 ea), 8.5x11 Press Printed Book with Combo Cover in Grey Fabric (starts at \$48), (4) 8x8" Bamboo Panels (starts at \$32 ea).



### Sell more with samples

Getting samples in your clients' hands is so important. It gets a dialogue started about what they want, and they start to picture themselves owning the products.

### Press Sample Sets

WHCC created Press Sample Sets to help you amplify your card sales. Each pack contains assorted press products to share with your clients. They're available in five different categories: baby, wedding, high school senior, marketing, and holiday. The sets allow your clients to see what you can offer and feel the quality of the different paper types. With samples, they make confident decisions to purchase their cards from you instead of online.

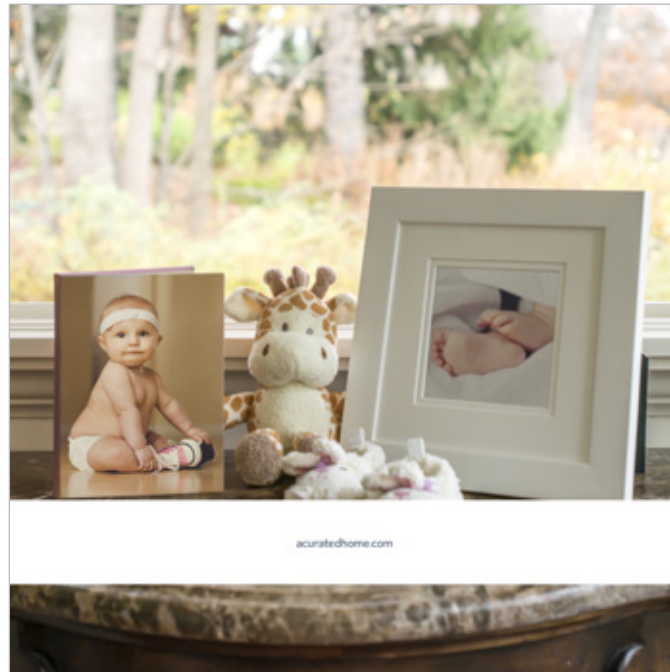
### Books + Albums Sample Program

WHCC's Sample Program for Books and Albums helps you sell these big-ticket products. The program allows you to purchase as many sample books and albums as you want, anytime, for 25% off. Your clients see your best work and get their hands on the high-quality products you offer. Get the Cover Material Swatch Set to help you create the perfect cover for your clients.

### Frame Sample Sets

Show your clients corner samples or sticks of all the handcrafted frames WHCC offers. Framed Prints are perfect for any type of photography, and there are so many options, from traditional to fun and bold. With Frame Sample Sets, your clients get a good visual idea of their options and can choose the best frames for their images and décor.





The Inspiration Guide has its own website: [acuratedhome.com](http://acuratedhome.com). You can direct your clients to this online version of the guide. It has no affiliation or link to WHCC, so you can use it exclusively as a marketing tool for your own business.

### **Working with your ideal clients**

When you love what you do, your ideal clients will notice. What makes you different from any other photographer they could go to? Expressing your unique style and your love of the art is why clients trust you. Value your work accordingly. If you try to compete on pricing, you'll only find clients who are looking to get a deal. Be true to who you are!

Take time to educate your clients. Build your business by creating and maintaining relationships with your clients. Give them your full attention and guide them through the sales process. Your clients want your expert opinion. The more you educate them, the more confident they are in their buying decisions.

Nurture your ideal clients. Surprise top clients now and then with moments of delight. Just reaching out to say thanks goes a long way with people. Investing in client gifts is another very effective way to show them your appreciation and keep yourself fresh in their minds.

*[whcc.com/inspiration](http://whcc.com/inspiration)*

