

FAMILY PRO GUIDE

Family 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 Family Inspiration Guide as a marketing resource for you to distribute to your clients and prospects. It's a great sales tool to present to families when you first start working with them. 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. 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 Family Pro Guide, a selling companion to the Family 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, 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. 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, 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 a client or their family, 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 filling their home with 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.

New clients usually know a lot about your photography style 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.

FEATURED PRODUCTS (p. 2-3)

LEFT 8x8" Distressed Pink Frame with 5x5" Double White Mat with easel back (*starts at \$40*), 2.5x3.5" Seaside Mini Boutique Black Frame with easel back (*starts at \$26 ea*), 2.5x3.5" Cottage Mini Boutique White Frame with easel back (*starts at \$26 ea*).



LET THE BEST MOMENTS LAST FOREVER

Families grow and change, but love always remains. Fill your home with a collection of custom art that features your family. Capture each person's distinct personality and real moments of family love to hang on the walls, place around the house, or fill an album. Don't leave precious memories behind; let them live out loud in your home.

*Bring distinction and luxury to your brand
by offering in-home consultations.*

Offer your clients in-home consultations.

Your clients get to show you, in a comfortable setting, where they would like their imagery to live in their home. Even better, you get to be the expert with an outside perspective and ideas for improving their living space.

Your clients see an in-home consultation as a luxury that brings distinction to your brand. They'll love telling their friends about working with a professional consultant to stage their home. The commitment you've made to them is what will turn them into loyal clients and fans.

Take measurements in your client's home to see how much space you're working with for the products they've shown interest in purchasing. Keep these sizes and spaces in mind during the photo session and make sure you get the shots you've visualized for those displays.

FEATURED PRODUCTS (p. 4-5)

LEFT (clockwise) 16x20" Gallery Wrap (starts at \$72), 5x7" Slim Black Frame (starts at \$28), 11x14" Gallery Wrap (starts at \$50), 12x18" Lexington Black Frame with 8x12" Double White Mat (starts at \$90), 24x30" Gallery Wrap (starts at \$120), 11x14" Deluxe Rum Raisin Frame with 8x10" Double White Mat (starts at \$76), 16x24" Gallery Wrap (starts at \$81). **RIGHT** (top to bottom) 3x3" Accordion Mini Book (starts at \$6 ea, min of 3), 4x5" Image Folio (starts at \$39), 8x12" Press Printed Book with Lay-Flat Paper (starts at \$69).



Upgrade your clients' orders with items that complement the products they already plan to purchase.

Sell multiple wall displays

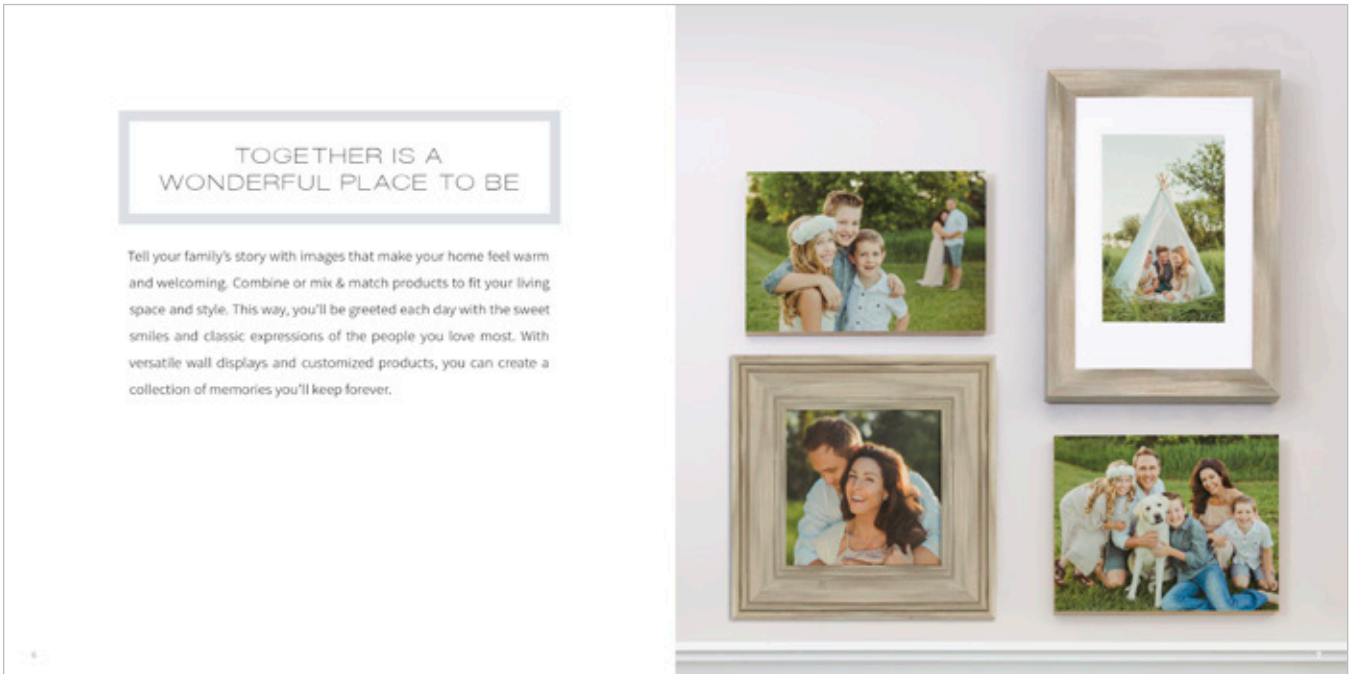
Framed prints are a classic choice, and they look great in any setting. Hang them on the wall, display them on a flat surface with an easel back, or layer them on a ledge. If your clients want framed prints, it's easy to sell multiple by showing them the different looks that can be achieved in the Inspiration Guide.

Upsell with added incentive products

Upgrade your clients' orders by offering items that complement the products they already plan to purchase. If they order a large wall product, they may be interested in smaller wall pieces to display with it. A limited number of images will fit on the walls; tabletop items like albums, wood boxes, and small easel-back frames are enticing add-ons.

FEATURED PRODUCTS (p. 6-7)

RIGHT (clockwise) 11x14" Bamboo Panel (starts at \$61), 12x18" Ashland Aged Gray Frame with 8x12" Double White Mat (starts at \$95), 11x14" Bamboo Panel (starts at \$61), 10x10" Colonial Aged Gray Frame (starts at \$68).



Show your clients that images have a place in their home instead of on a drive or in a drawer.

Suggest collages

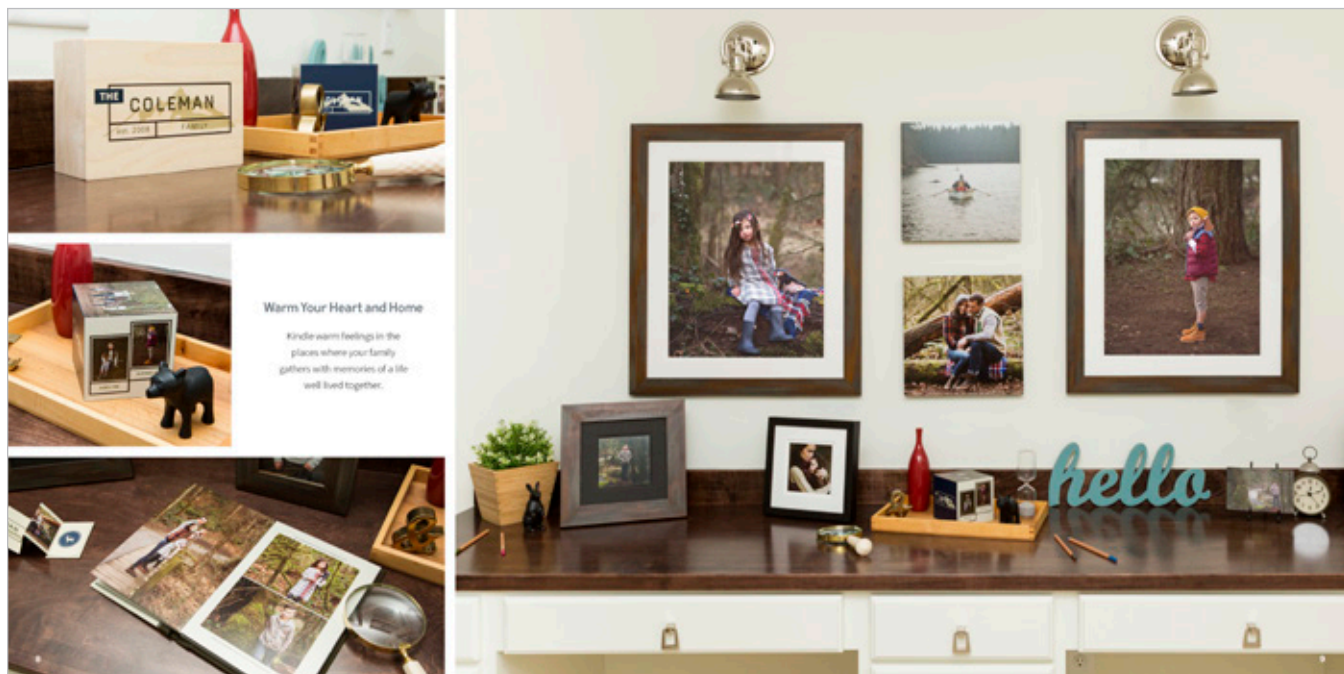
People form strong emotional connections to the images you provide. Make sure your clients get all their favorite images on the wall by suggesting a collage. They can include individual shots of each child as well as of the whole family. Show your clients that their images have a place in their home instead of on a drive or in a drawer.

Provide a good, better, and best option

Educate your clients about different sizes for wall displays and how they will look in their space. Show them (1) a good option, (2) a better option, and (3) the best option: three different price points, whether different sizes or different products. 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 so you make a profit. If they purchase the very 'best' one, it's bonus income for you.

FEATURED PRODUCTS (p. 8-9)

LEFT (top to bottom) Wallet Wood Box with Printed Lid (starts at \$25), 4x4" Image Cube (starts at \$23), 5x7" Press Printed Book with Lay-Flat Paper (starts at \$42). **RIGHT** (left to right) 8x8" Ashland Aged Umber Frame with 5x5" Double Black Mat with easel back (starts at \$51), 20x24" Ashland Aged Umber Frame with 16x20" Double White Mat (starts at \$152), 8x8" Gallery Fine Black with 5x5" Double White Mat with easel back (starts at \$40), (2) 12x12" Standout with Light Wood Edge (starts at \$31 ea), 4x4" Image Cube (starts at \$23), 20x24" Ashland Aged Umber Frame with 16x20" Double White Mat (starts at \$152), 5x7" Mounted Prints (starts at \$4.75), 5x7" Ashland Aged Umber Frame with easel back (starts at \$37).



Show it to sell it

Create the type of wall collages you want to sell and display them in your studio. Don't have a studio? Invest in a wall collage to display in your own home. Get creative with the space you have to work with. Take some professional images of your display to show your clients what a collage looks like in the context of a real home.

Provide professional installation

Answer questions and remove doubts in your client's mind when it comes to owning a wall collage. One major way to do this is to offer delivery and installation services. This keeps your clients from feeling overwhelmed by the task of assembling a professional display on their own. Plus they get to enjoy it immediately! If you do not feel up to assembling a wall display yourself, partner with a local service that can help.

Add it to your portfolio

Another advantage to installing a collage is being there to see your work in its finished form. Take a few pictures of the assembled display for your portfolio. You can show future clients a real life example of your finished product, assuring them that other people like them do make these kinds of purchases!

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 the kids get older, some images may move from the collage to a hallway, staircase, or their bedrooms.

FEATURED PRODUCTS (p. 10-11)

LEFT (top to bottom) 8x10" Slim White Frame with 5x7" Dark Green Mat and Acrylic with easel back (starts at \$46), 12x8" Album (starts at \$73). **RIGHT** 20x30" Image Block (starts at \$92), 20x24" Image Block (starts at \$77).



All their images in one place

Albums compile all of the images from a family's photo session in a way that tells their unique story. Looking through it reminds them how much fun they had working with you and gives them a beautiful collection of family memories to keep forever.

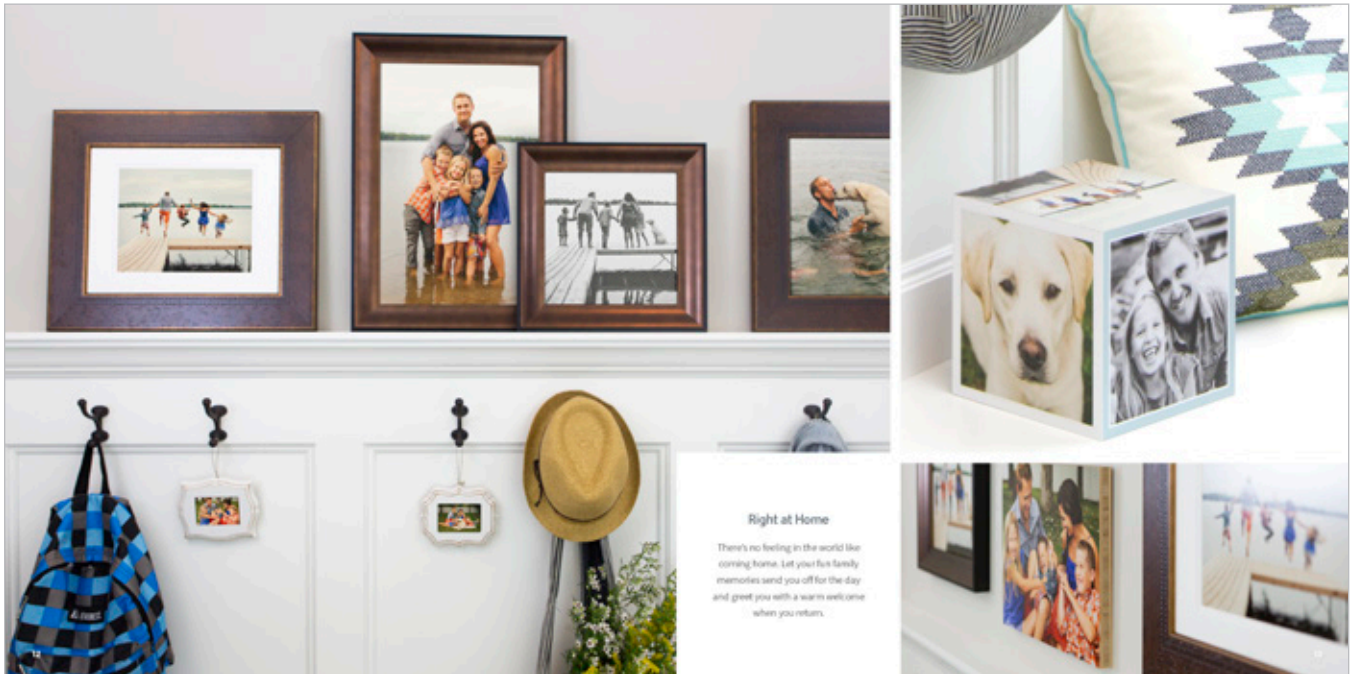
*When you visit
your clients in their
home, you can get
them thinking about
photographic art for
spaces they wouldn't
have thought of
on their own.*

Don't forget the small spaces

Get your clients picturing their photographic art in unique spaces in their home. Are there interesting features they love about their place? What are some nooks or small spaces they'd like to liven up? Get them thinking about alternative spaces for photography that they wouldn't have thought of on their own.

FEATURED PRODUCTS (p. 12-13)

LEFT (top to bottom) 11x14" Deluxe Toffee Crunch Frame with 8x10" White Mat and Acrylic (starts at \$81), 12x18" Lexington Bronze Frame (starts at \$75), 10x10" Lexington Bronze Frame (starts at \$50), 12x12" Deluxe Toffee Crunch Frame (starts at \$65), 2.5x3.5" Seaside White Ornament (starts at \$24 ea), 2.5x3.5" Cottage White Ornament (starts at \$24). **RIGHT** (top to bottom) 8x8" Image Cube (starts at \$50), 10x10" Lexington Bronze Frame (starts at \$50), 11x14" Bamboo Panel (starts at \$61), 11x14" Deluxe Toffee Crunch Frame with 8x10" White Mat and Acrylic (starts at \$81).



A warm welcome

There are rooms that the entire family passes through daily. Use the Inspiration Guide to help them brighten up spaces in their home that see a lot of action but don't get enough attention. Fun family images give a warm welcome right from the start.

Small and thoughtful details

Mini customized products go a long way to make you stand out to your clients. Surprise them with an image cube of six different images they've purchased. Or make name tags for kids' hooks with mini frame ornaments. They're also cute with a sweet candid of each kid.

*Fun family
images give a
warm welcome
right from
the start.*



Include children's interests in the photo session and capture their truest expressions.

Capture family dynamics

Photograph each child individually. Give playful cues to open their imaginations. Capture the different relationships between family members. Take the time to photograph siblings together, as well as each child with parents.

Include children's interests

Ask about children's favorite items and activities. Including these interests in the photo session can help you capture them in their element with their truest expressions. These are the images that parents immediately adore and can't live without.

Durable to keep up with their lifestyle

Lightweight wall display products are great for livening up places where kids play. Try Standout, Slim Frames, and small Gallery Wraps. They're durable and have the same beautiful photo quality as heavier products.

FEATURED PRODUCTS (p. 16-17)

LEFT (wall products) 20x24" Distressed Navy Frame with 16x20" Double White Mat (starts at \$112), 24x30" Standout with White Edge (starts at \$144), 12x18" Gallery Fine White (starts at \$62), (top shelf), 8x8" Distressed Navy Frame with 5x5" Double White Mat with easel back (starts at \$40), 3x3" Accordion Mini Book (starts at \$6 ea, min of 3), 5x7" Distressed Teal Frame with easel back (starts at \$30), (3) 4x4" Image Cube (starts at \$23 ea), (second shelf), 8x10" Image Folio (starts at \$56), 5x7" Distressed Navy Frame with easel back (starts at \$30), (third shelf), 8x8" Image Cube (starts at \$50 ea). **RIGHT** (top to bottom) 10x10" Album with Combo Cover in Navy Blue Faux Leather and Metal Cover (starts at \$148), 5x7" Matted Prints (starts at \$10.35 ea), 5x7" Image Box (starts at \$48).



Colorful, fun, and all about them

There are some really fun kid-approved products that look great in a child's bedroom. Consider offering these as package add-ons or a la carte options:

- Image Folios lay flat like a closed book and unfold upright to display on a tabletop, revealing two side-by-side images.
- Image Cubes, big and small, look different from all 6 sides! Kids can flip their cube to change the display whenever they want.
- Distressed Frames come in 8 different colors, including ones that are bright and bold! It's fun to mix and match colors in a display and they look great in kids' rooms.

Provide samples to help them choose

Have Frame Sample Sets on hand to show your clients all the options available to them. You can purchase a set of frame corners or sticks from WHCC. Your clients may even want to let the kids pick which colors of distressed frames they'd like for their own rooms.



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

Include your logo

Add your clients' images, along with your logo, to everyday items so you can stay fresh in their minds all year long. You can even create custom address labels, postcards, and greeting cards for your clients with your branding on them. All of the little details are what bring you to your clients' minds when their friends want to hire a photographer.

Your brand goes a long way

The more established a photographer becomes, the more word-of-mouth takes over as the primary form of advertising. Cards are a great opportunity to get your branding out there and get people talking. Your clients love what you do. They can market your business for you, simply by sending their cards with your logo to their friends and family. The best part is, it's free advertising for you.

FEATURED PRODUCTS (p. 20-21)

LEFT (top shelf) Wallet Accordion Mini Book (starts at \$6 ea, min of 3), 5x7" Image Folio (starts at \$41), (countertop), 5x7" Foil Pressed A2 Boutique Card (starts at \$1.17 per card), 5x7" Craft Envelope (\$.17 ea) with Address Label Wrap (starts at \$.48 ea). **RIGHT** 8x8" Press Printed Book with Combo Cover in White Leather (starts at \$38), 8x8" Cream Linen Boutique Bag (starts at \$30), Wallet Accordion Mini Book (starts at \$6 ea, min of 3).



For home or on the go

Most of the products featured on this page are small and inexpensive. They're fun little items that your clients want! They can use these items at home or take them on the go. They make great package add-ons and thank you gifts for your clients.

For the client who wants it all

Books are a great way for your clients to take home all their favorite images from their sessions. You can create a collection of books or albums for returning clients. They can purchase a book for each family session, one for each child, or a new book every year. For babies, you can build an album as a collection of images from the first year.

*Books are
a great way
for your clients
to take home
all their favorite
images from the
session.*

FEATURED PRODUCTS (p. 22-23)

LEFT (top to bottom) 5x7" Flat A2 and 5x7" Flat B2 Boutique Cards (starts at \$1.17 per card), 5x5" Flat A7 Boutique Card (starts at \$1.17 per card), 5x5" Craft Envelope (\$.17 ea) with Boutique A13 Address Label Wrap (starts at \$.48 ea), 5x5" Flat A1 Boutique Card (starts at \$1.17), 5x5" Green Envelope (\$.17 ea) with Return Address Label (starts at \$.24), 5x7" Folded Press Printed Card (starts at \$1.33), 5x7" Steel Pearl Envelope (\$.26 ea) with Return Address Label (starts at \$.24), 5x5" Foil Pressed C1 Boutique Card (starts at \$1.17), 5x5" White Envelope with Boutique C12 Address Label Wrap (starts at \$.48 ea).

RIGHT 5x7" Foil Pressed A2 Boutique Card (starts at \$1.17), 5x5" Flat E5 Boutique Card (starts at \$1.17), 5x5" Flat E4 Boutique Card (starts at \$1.17).



Unique and personalized

The cards you offer your clients make a big impression. Holiday greetings, birthday party invites, or special announcements—no matter the occasion, show your clients that you provide the best. Try different art papers, unique cards sizes, trifold or accordion cards, and boutique shapes. Let your clients know you offer foil pressed cards. WHCC has fun foil designs to choose from on more types of paper than anyone else.

Aboutique experience

Don't just offer cards; offer your clients the total package. Choose envelopes that complement the cards and create return address labels that carry the design of the cards to the outside. Try address labels with matching envelope seals or address label wraps in boutique shapes. Create a custom boutique

experience for your clients by helping them make an impression right out of the mailbox.

Provide holiday greetings

Families love to send holiday cards—especially when they have professional images to show off! Don't let this piece of your business go to online consumer sites—make sure you're the one to supply them. Use WHCC's online ordering, order.whcc.com, to easily create and order 5x7" flat cards for your clients. Select one of our pre-made designs, drag and drop your photos, insert the desired text, and choose the colors—in just minutes you can create the perfect card for any client. No matter what time of year you're shooting a family session, make sure they know you will provide them with holiday cards. Let them know you'll be contacting them closer to the holiday season to finalize their order.

FEATURED PRODUCTS (p. 24-25)

LEFT (clockwise from top) 8x10" Slim Onyx Frame with 5x7" White Mat and Acrylic (starts at \$44), 10x13" Premium Gallery Wrap with Smoke Gray Float Frame (\$116), 8x10" Barnwood Frame with trim (starts at \$67), 20x20" Premium Gallery Wrap with White Float Frame (\$191), 11x14" Black Distressed Frame with 8x10" White Mat and Acrylic (starts at \$64), 8x12" Wood Print (\$38), 12x18" Black Frame with 8x12" White Mat and Acrylic (starts at \$95), Premium Packaging Kraft and Brown (\$7.25). **RIGHT** (top to bottom) 3x3" Loft Mini Boutique Black Frame (starts at \$24), A1 Wood Ornament (starts at \$15), A2 Metal Ornament (starts at \$15), E1 Wood Ornament (starts at \$15), E1 Metal Ornament (starts at \$15), A1 Wood Ornament (starts at \$15), Wallet Accordion Mini Book (starts at \$6 ea, min of 3), 5x7" Metal Print with easel back (starts at \$19), 5x5" Metal Print with easel back (starts at \$17), 4x4" Image Cube (starts at \$23 ea).



Spread holiday cheer

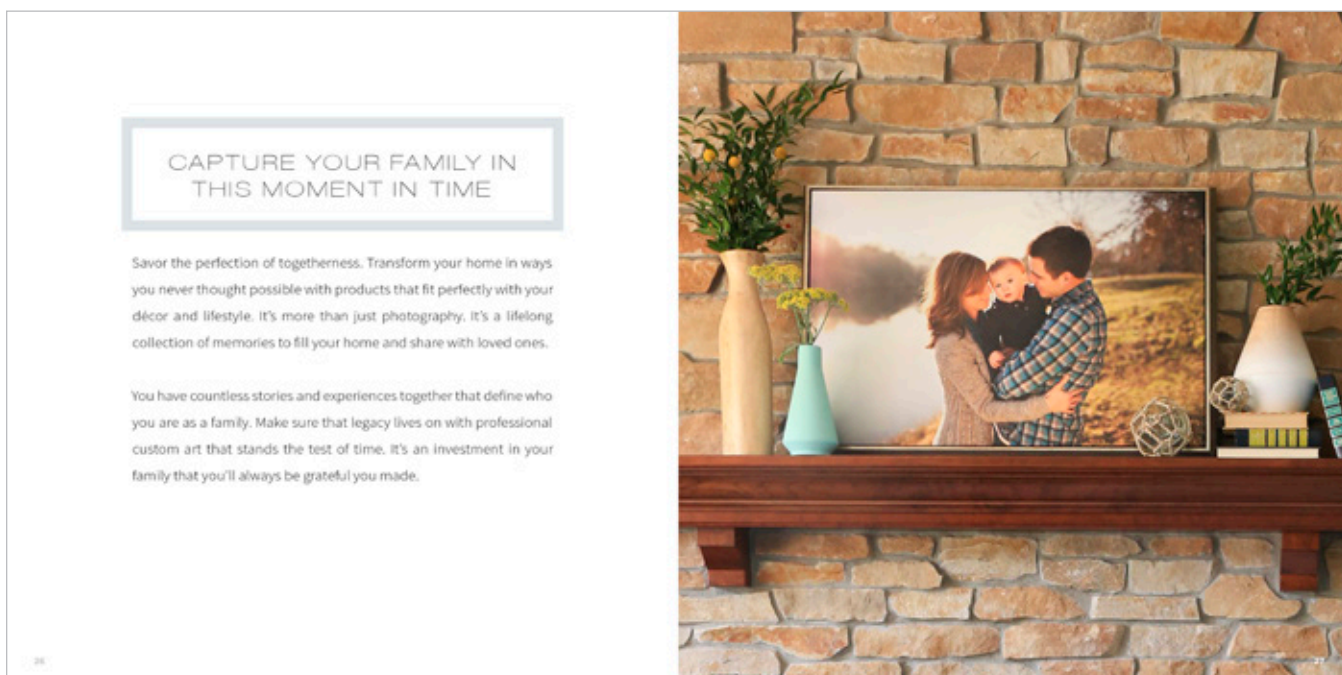
In the fall, email the clients you've worked with throughout the year. Offer warm greetings with a reminder about ordering their holiday cards. You can even include a sample in the email by dropping their image into a digital mock-up of a holiday card to get them excited.

Get them thinking about gifts

Create value for your clients and bonus revenue for your business. While you're talking holiday cards, let them know you can also use their images to create one-of-a-kind holiday gifts for their friends and family. It's convenient for your clients, and you can offer custom gifts more special and personal than they'll find anywhere else.

*Contact clients
you've worked
with throughout
the year and
remind them
about ordering
holiday cards.*

RIGHT 24x36" Premium Gallery Wrap with Chestnut Float Frame (\$296).



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. 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

