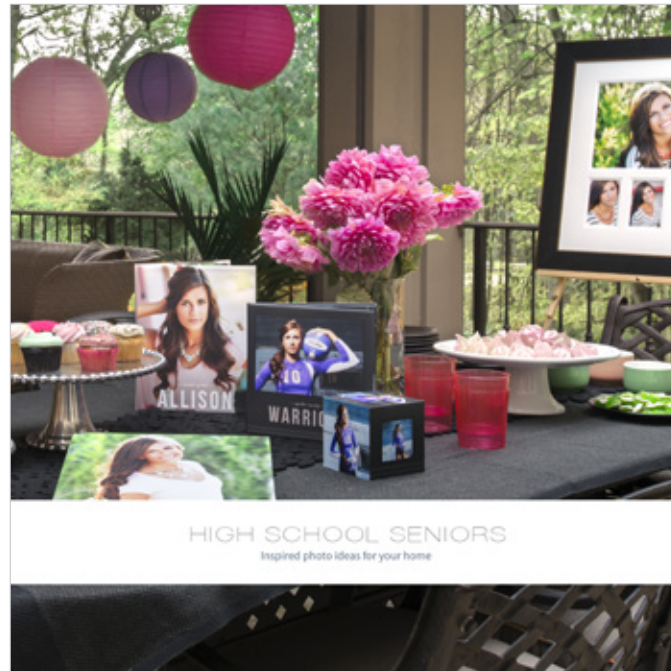


HIGH SCHOOL SENIOR PRO GUIDE

High School Senior 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 High School Seniors Inspiration Guide as a marketing resource for you to distribute to your clients and prospects. It's a great sales tool to present to seniors and their parents 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 High School Seniors Pro Guide, a selling companion to the High School Seniors 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 senior and their parents, 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.

High School Seniors usually 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 seniors and their parents 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

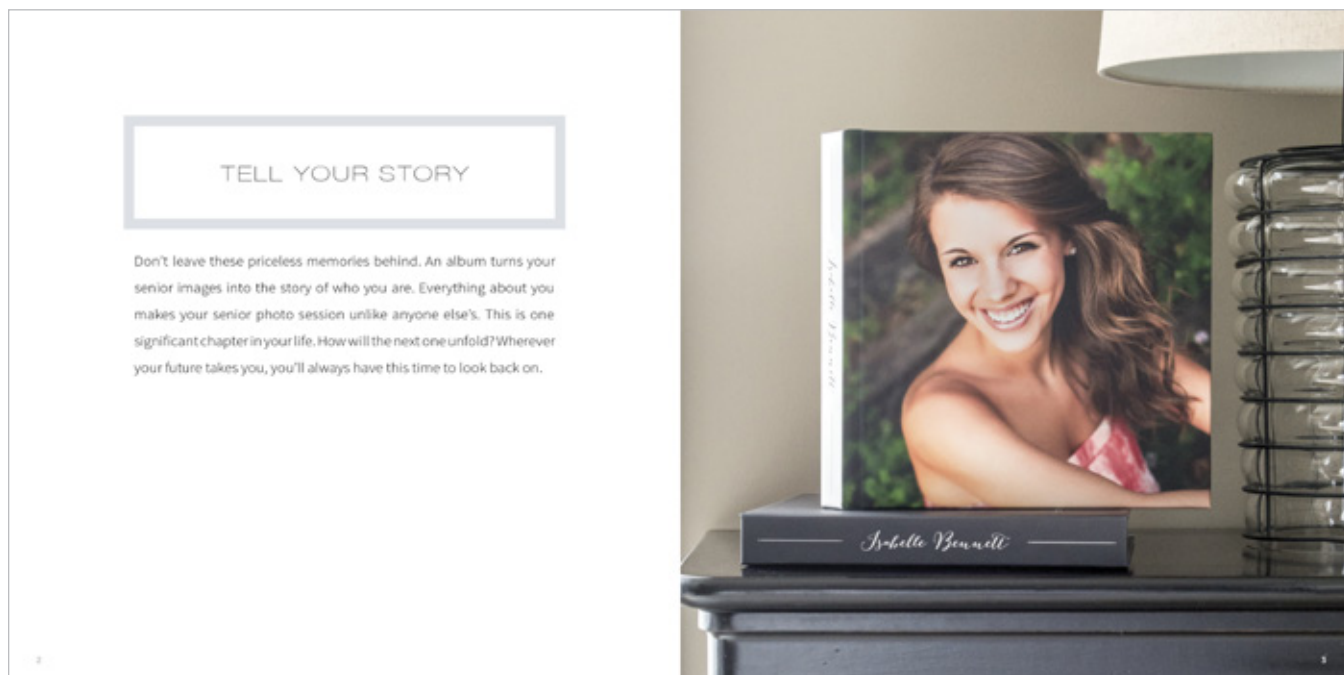
High-quality, long-lasting products

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.



Show your work

When you first meet with a senior client, put sample books and albums in their hands. It will get them excited about the variety of images they can get from their photo session. It will also inspire the purchase of a book or album of their own. Have a variety of samples on hand, but get to know the senior a little bit before choosing a few samples that you think they'll relate to the most.

Give them more

You can create packages that include books or albums of different sizes. Show larger samples with more spreads than they may get with the package they choose. You can always upsell bigger sizes and add extra spreads. This helps ensure they get everything they want and also helps your profit margin.

Books and albums reflect each senior's interests and personality

Aside from the images themselves, there are a lot of easy ways to personalize each senior's book or album specifically for them. One way is by customizing the cover. Combine a photo cover with leather or fabric to create a 'combo cover'. Seniors can choose from vintage or alligator leather, suede, floral or mineral fabric, and many more options in a variety of colors. There's something for every senior's style and taste.

Save on samples

WHCC offers a 25% discount on sample books and albums. Use your own images and customize these products any way you like. Your samples will be stamped "Sample, Not for Resale" in silver foil on the inside front and back covers.

FEATURED PRODUCTS (p. 10-11)

LEFT (top to bottom) 10x10" Album (starts at \$73), 8x8" Album with Combo Cover in Faux Aqua Leather (starts at \$60), 12x12" Album (starts at \$85).

RIGHT 8x10" Image Folio (starts at \$56), 10x10" Album (starts at \$73).



Add some meaning

Ask seniors to come up with their favorite quotes. It's a fun way to connect with them and get some insight into who they are. It can also help solidify a book or album sale if you show them samples with quotes. Plant this idea when the session is booked and it can also set the tone and inspire ideas for the photo shoot.

All their images in one product

Books and albums are high value items for your senior clients. They'll appreciate the quality construction of the product as well as the amount of images included. Books and albums show the senior's images in a way that tells the story of their amazing photo shoot experience, as well as the story of who they are. Only select images are going to make it on the wall, but with books and albums, you can assure seniors that nothing gets left behind.

*Find fun
ways to connect
with your senior
clients to gain
insight into
who they are.*

FEATURED PRODUCTS (p. 12-13)

LEFT 12x12" Album (starts at \$85). **RIGHT** (top to bottom) 8x12" Press Printed Book with Lay-Flat Paper (starts at \$69), 8x8" Album (starts at \$60), 10x10" Press Printed Book (starts at \$54) shown with 10x10" Cream Linen Boutique Bag (starts at \$35).



*Elevate
the value of
your product
and brand with
professional
packaging.*

Make it a win for seniors and their parents

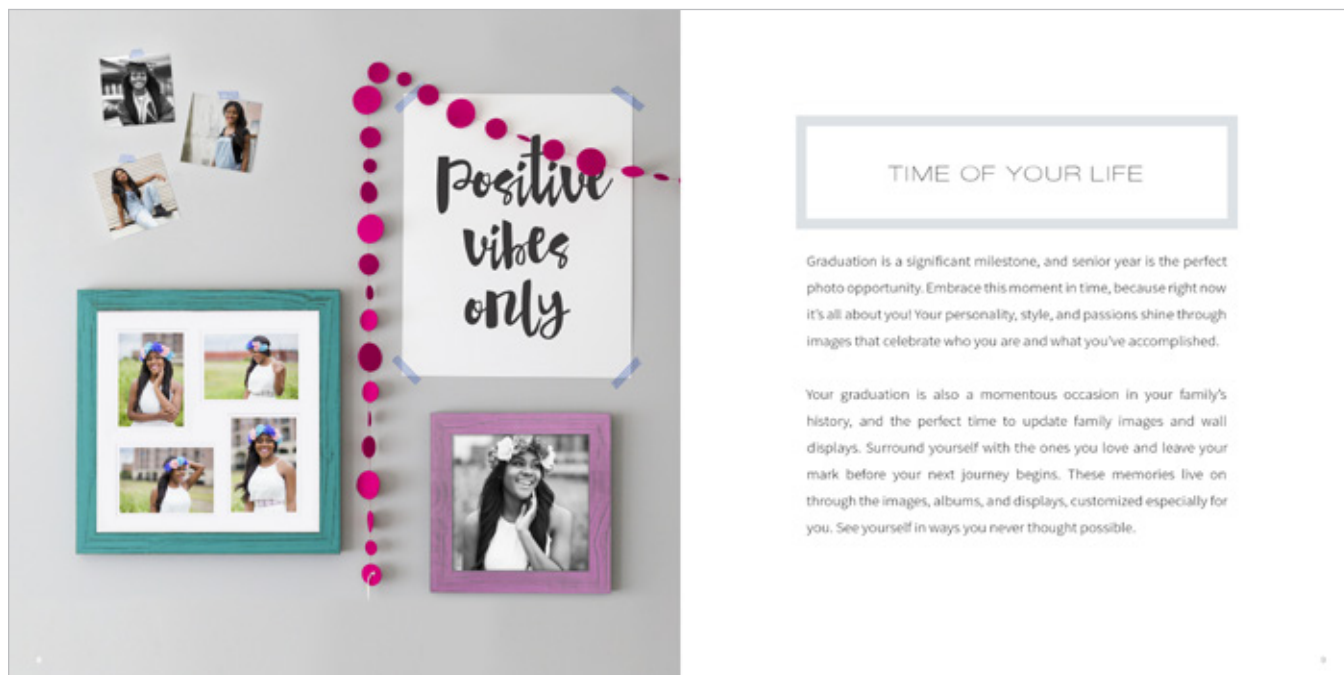
Guys aren't always thrilled about large images of themselves displayed on the wall. Especially the more formal or traditional images parents tend to love. Make sure to capture your senior clients doing things they love and being themselves. The images that show what he's passionate about – extreme sports, cars, video games, hunting – all have a place in a book or album. And mom and dad don't need to worry about whether these images will clash with their home décor.

Deliver it with style

Include packaging in the price of your books and 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 Boxes are two great options that elevate the value of your product as well as your brand.

FEATURED PRODUCTS (p. 2-3)

LEFT (clockwise) (3) 5x5" Photo Prints (starts at \$1 ea), 16x20" Photo Print (starts at \$15), 10x10" Pink Distressed Frame (starts at \$41), 16x16" Teal Distressed Frame with 5x7" multi-opening White Mat and Acrylic (starts at \$89).



Finding your ideal senior clients

In order to work with your ideal clients, you need to define who your target market is. If you try to please every senior, you will not have a recognizable brand and end up pleasing no one. Ask yourself: where do my ideal clients hang out? Where do they shop? What activities are they involved in? This will narrow down what your brand will look like and how you will market your business.

What do you offer that no one else can?

Seniors want to stand out. No matter who your target market is, they want a unique experience that makes them feel special and photography that shows everyone who they are. In order to deliver your clients what they want, you need to stand out.

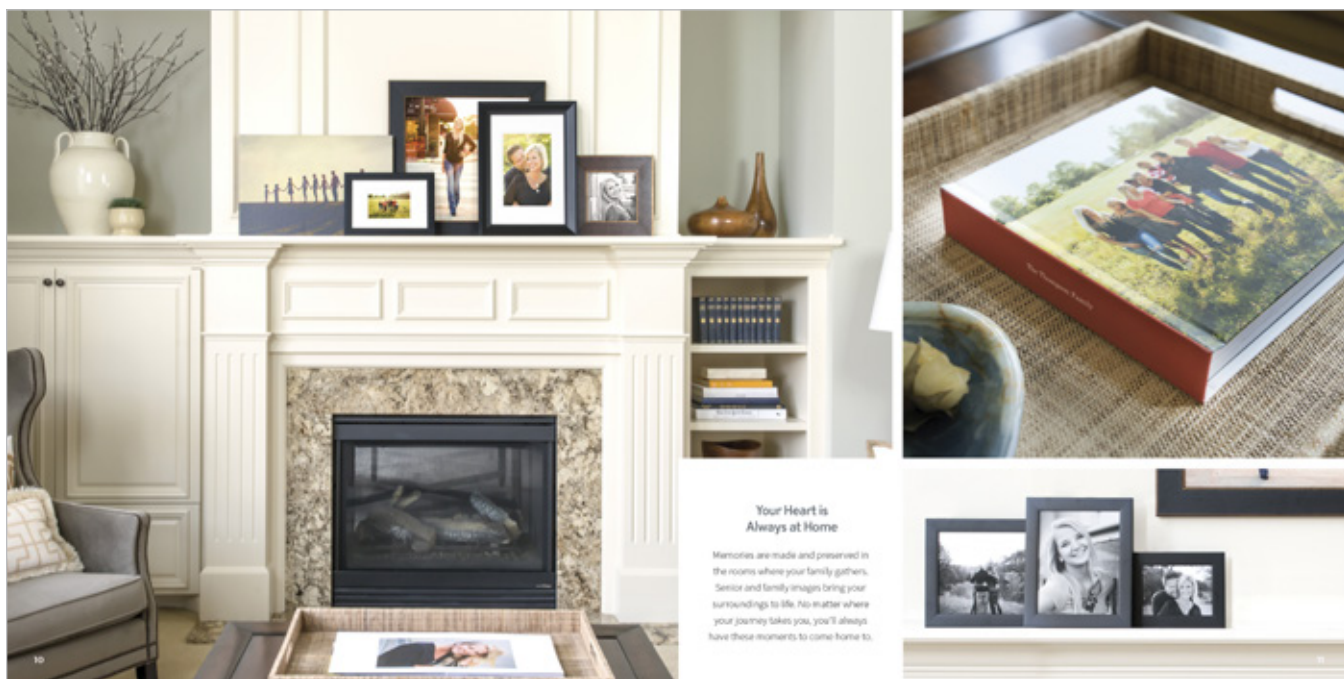
Whatever it is that makes you different from every other photographer is what you need to put out there for people to see.

It's all about the experience you offer

Communication is key in client relationships, and it's an important cornerstone of a successful business. When you get to know your senior clients, and what they want from their senior portrait experience, you gain their confidence and trust. From there, you need to deliver the experience your ideal clients are looking for. A senior who loves their portrait experience is going to fall in love with their images, buy more, and tell their friends.

FEATURED PRODUCTS (p. 4-5)

LEFT (left to right) 16x24" Gallery Wrap (starts at \$81), 8x12" Slim Onyx Frame with 5x7" White Mat and Acrylic (starts at \$51), 20x20" Rum Raisin Frame (starts at \$117), 12x18" Black Frame with 8x12" White Mat and Acrylic (starts at \$95), 8x8" Toffee Crunch Frame (starts at \$44), 10x10" Album (starts at \$73).
RIGHT 10x10" Album (starts at \$73), (2) 8x10" Slim Onyx Frames (starts at \$36 ea), 5x7" Slim Onyx Frame (starts at \$28).



Graduation can be a momentous occasion for the whole family and a great time to update family portraits around the house.

Schedule a family session when you book senior clients

Remind your clients that graduation is a momentous occasion for the whole family. It's a great time to update family portraits around the house, especially if they plan to host an open house event in honor of their grad. With family sessions, you have more opportunities for big-ticket sales, like wall groupings and collages, because everyone is involved. Just make sure the family session is separate, so the senior gets an exclusive photo shoot that's all about them.

Sell more with collages

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 rearranged to create countless different looks. Collages can be added onto as siblings graduate. The family images in a collage can be updated, while original pieces become new displays in other areas of the home.

FEATURED PRODUCTS (p. 6-7)

LEFT (clockwise) 16x24" Premium Gallery Wrap with Charcoal Float Frame (starts at \$190), 10x10" Wood Print (\$38), 8x10" Image Block (starts at \$27), 8x8" Slim Onyx Frame with 5x5" Brown Mat and Acrylic (starts at \$40), 5x7" Press Printed Book (starts at \$36) on a Black Metal Easel (starts at \$9.50). **RIGHT** (top to bottom) (2) 8x10" Slim Onyx Frames (starts at \$36 ea), (2) 2.5x3.5" Black Mini Boutique Frames in Cottage and Seaside with Easel Backs (starts at \$26 ea), (2) 8x8" Slim Onyx Frames (starts at \$34 ea), 5x7" Slim Onyx Frame (starts at \$28), 8x8" Slim Onyx Frame (starts at \$41), 8x10" Slim Onyx Frame (starts at \$36), 5x7" Slim Onyx Frame (starts at \$28).



Offer in-home consultations

Meeting with clients in their home is a great opportunity to plant seeds for product sales before the photo session. You get to be the expert consultant with ideas and solutions for enhancing their living space. You will get to know your clients and learn what they want in a setting that's comfortable for them. When it's time for the family session, everyone will have a clear expectation of the end result – beautiful and lasting memories that perfectly fill the right spaces in their home.

Offer a wall display that's different

Wood Prints and Image Blocks are two unique items that your clients aren't likely to find anywhere else. These are heavier products that your clients see a lot of value in. You can be much more effective in selling these products if you have samples on display.

Upsell complimentary products

Display items, like Framed Prints and single Gallery Wraps, can be used as value added incentives for your packages. Suggest items that complement the products they already plan to purchase. If they want a framed print wall collage, small complimentary framed prints look great displayed nearby and pull the look of a room together.



Don't miss out on card sales

Don't let your clients go to online consumer sites to purchase their graduation announcements and invitations—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. Cards shouldn't be seen as another expense, but as a personalized service you offer.

Add your brand

Your senior clients love what you do. Add your logo to their cards so they can market for you! With online ordering, all of the pre-made designs have the option to add your studio name or website. Including your brand adds value to the cards you create, giving seniors the distinction of working with a professional photographer. Making your brand visible also shows their friends who to go to for their senior photography.

Make your senior cards shine

Your senior clients want to stand out. Offer Foil Pressed Cards to make their announcements and invitations shine. They can choose from a variety of foil patterns, including grad-specific designs, in gold, red, rose gold, or silver foil. When you select a boutique shape, the foil is free!

FEATURED PRODUCTS (p. 16-17)

(left to right) Wallet Accordion Mini Book (starts at \$6 ea, min of 3), 5x7" Flat A5 Boutique Card (starts at \$1.17 per card), 5x7" White Envelope with Return Address Label (starts at \$.24), 3x3" A5 Boutique Magnet (starts at \$1.15 per magnet), 2x3.5" Flat A5 Boutique Rep Card (starts at \$.54 per card), 4x5.5" Folded Press Printed Card (starts at \$1.07 per card), 2.5x3.5" Wallet Photo Print (starts at \$2.20 per 8-up sheet), 10x10" Press Printed Book (starts at \$54) shown with 10x10" Oatmeal Linen Boutique Bag (starts at \$35).



Customize their card presentation

For graduation announcements and invitations, you can customize the presentation inside and out. Choose envelopes that complement the cards and create return address labels that carry the design of the card to the outside. Their grad cards will make a statement right out of the mailbox.

Boutique shapes add character

They also offer an opportunity for a quick and easy upsell. Give your clients a few different shape options and use simple design elements that complement the shape they choose. WHCC offers over 50 boutique shapes for flat and folded cards.

Don't forget the extras

Think beyond just graduation announcements and grad party invitations. Offer seniors additional items like magnets, stickers, bookmarks, and postcards- you can add their images to any of these fun, inexpensive products.

Mini books for best friends

Accordion Mini Books are a popular product that seniors love. They're the ultimate upgrade to wallet prints and make special gifts for a senior's closest friends. With customizable image panels that fold out front and back, your senior clients get to show off more images in one little book.

FEATURED PRODUCTS (p. 18-19)

(clockwise) 5x5" Trifold Foil Pressed Card (starts at \$1.77 per card), 2x3.5" Flat Rep Card (starts at \$.54 per card), 4x5.5 Folded Press Printed Card (starts at \$1.07 per card), 5x7" Flat Press Printed Card (starts at \$.77 per card), 5x7" Craft Envelope (\$.17 ea), 5x5" Trifold Foil Pressed Card (starts at \$1.77 per card).



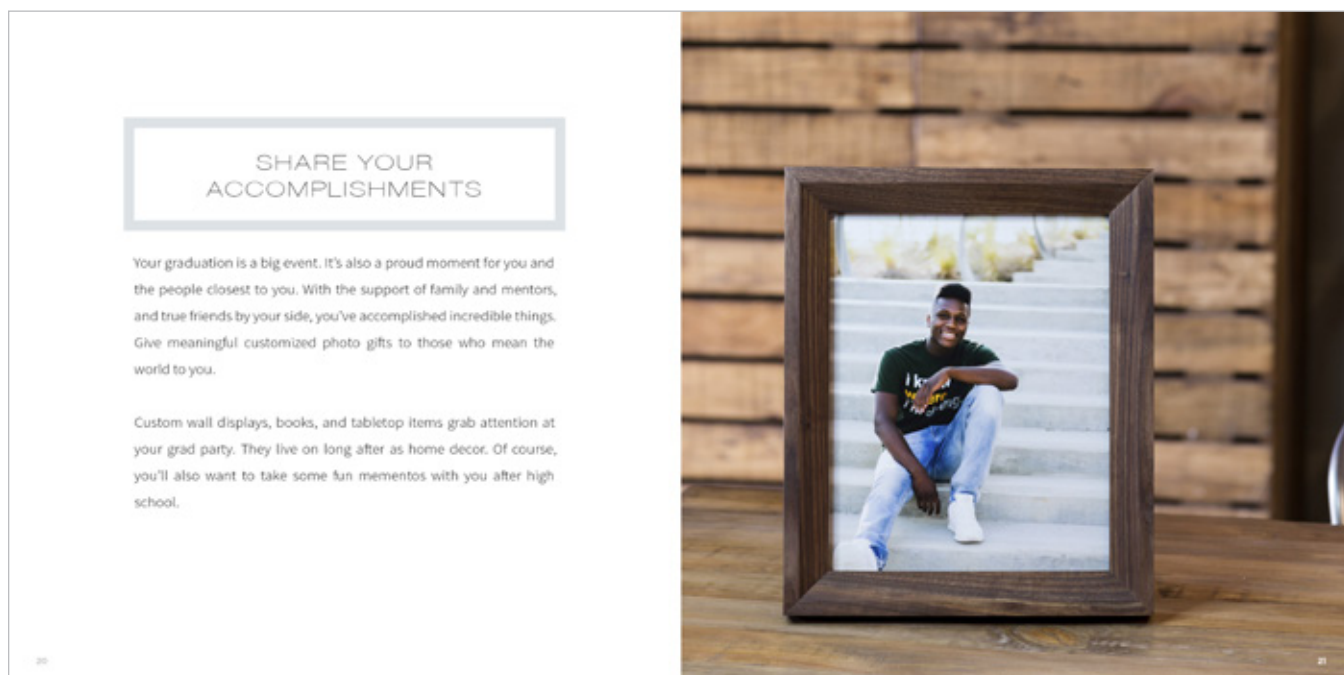
*Clients can
market your
business for you,
simply by sending
cards with your
logo to their
friends and
family.*

Know who your client is

Senior guys aren't going to gush over their favorite shots. It's the parents you need to impress. Offer products you know they'll love. If you get a nod of approval from the guy, you've got your sale!

Rep cards create buzz

Rep cards are fun for seniors to hand out to their friends. It's a cool way to show off some of their images and create some buzz for your studio. Add their social media handles so they can stay in touch with classmates.



More shelf space than wall space?

Recommend Small Framed Prints with an easel back. Layering and overlapping multiple frames make a dynamic display and increase your sales. They can be rearranged or relocated at any time to create new displays. Image Boxes and Wood Boxes also look great on a shelf and perform double-duty, storing photo prints inside. Order either of these boxes with an easel so your clients can fill more shelf space with their favorite prints.

Show more images in one tabletop product

Image Folios are popular among seniors and their families. Seniors can choose a leather or fabric cover or a custom photo cover to wrap around the folio. It opens to display 2 image panels and looks great on a shelf, desktop, or mantle. Image Folios are perfect for parents to bring to work or for seniors to take with to college. Grandparents love to display them too!

Avoid sticker shock by offering more value

Price can cause hesitation when your clients are considering big-ticket products like wall displays and albums. Relieve some of the sticker shock by pairing them with some less expensive items. Your client will see their money go farther and appreciate the value. You can also offer small, inexpensive items as incentives for hitting price points or as add-ons to order packages. Delight clients with unique products they wouldn't purchase otherwise and wouldn't find anywhere else.

FEATURED PRODUCTS (p. 22-23)

LEFT 8x10" Image Folio (starts at \$56), 8x8" Image Folio (starts at \$54), 4x4" Image Cube (starts at \$23), 10x10" Album (starts at \$73), 20x24" Rum Raisin Frame with multi-opening White Mat and Acrylic (starts at \$166). **RIGHT** (top to bottom) 3x3" Accordion Mini Book (starts at \$6 ea, min of 3), 5x7" Matted Print with White Mat on Wood Display Stand (starts at \$11), 10x10" Press Printed Book with Lay-Flat Paper (starts at \$69).



Decorate the party with products they'll keep or give as gifts

Tabletop items like Image Cubes and Folios make easy displays for the grad party. Encourage your clients to add unique items and extra display pieces onto their packages and display them at the grad party. Remind them that these are things they can keep long after the party or give to their favorite people as gifts. A multi-image frame showcases more senior images at the party and is a high-end wall display that fits perfectly with home décor.

Mini accordion books are a big deal

The minimum is three per order, so these are great gift suggestions for family and friends. Your client

will want a few extras to display as well. Offer a price break if your clients order a certain amount. Larger orders mean additional sales for you without any added work.

Create a personalized signing book

A Press Printed Book makes a perfect guestbook for the grad party. It's an enticing add-on to mention as the graduation season approaches. The layout can be simple with plenty of blank space for friends and family to sign. The senior's favorite images, combined with the handwritten words of their loved ones make this book something they'll want to keep forever. For the best write-in books, use lay-flat standard matte paper without gloss coating.

FEATURED PRODUCTS (p. 24-25)

LEFT (clockwise) Wallet Wood Box with Engraved Lid (starts at \$27), 2.5x3.5" Wallet Photo Print (starts at \$2.20 per 8-up sheet), 5x7" Flat Flat Foil Pressed Card (starts at \$1.17 per card). **RIGHT** (left to right) 5x7" Rum Raisin Frame with Easel Back (starts at \$37), 2x3.5" Rep Cards (starts at \$.24 per card), 5x7" Image Box (starts at \$48), 4x4" Image Cube (starts at \$23), 5x7" Charcoal with Gray Premium Packaging (\$7.25) shown with 2.5x3.5" Wallet Photo Prints (starts at \$2.20 per 8-up sheet), 11x17" Metal Print (starts at \$40), 5x7" Album (starts at \$45), 8x8" Matted Print with Light Green Mat on Wood Display Stand (starts at \$14).



Get presentation points with wood boxes

Deliver wallet prints in a custom photo or engraved Wood Box. It will keep the prints nicely protected and add value to the inexpensive prints. Clients who want a warm, natural look will love this option. They come in different sizes to hold wallet prints, proofs, matted or mounted prints. Wood Boxes can turn a small order of photos into a big value for you and your clients.

Metal prints are high-impact pieces that seniors love

A large Metal Print is eye-catching and makes a statement all on its own. You can also create endless configurations by grouping several Metal Prints together. A dynamic metal print display in your studio will get seniors excited about this product. It's an amazingly artistic way to display their most dramatic images or showcase what they're most passionate about. Action shots, bold colors, cars, and industrial settings are perfect for metal prints.

*Dynamic
displays in your
studio get seniors
excited about
the products
you offer.*

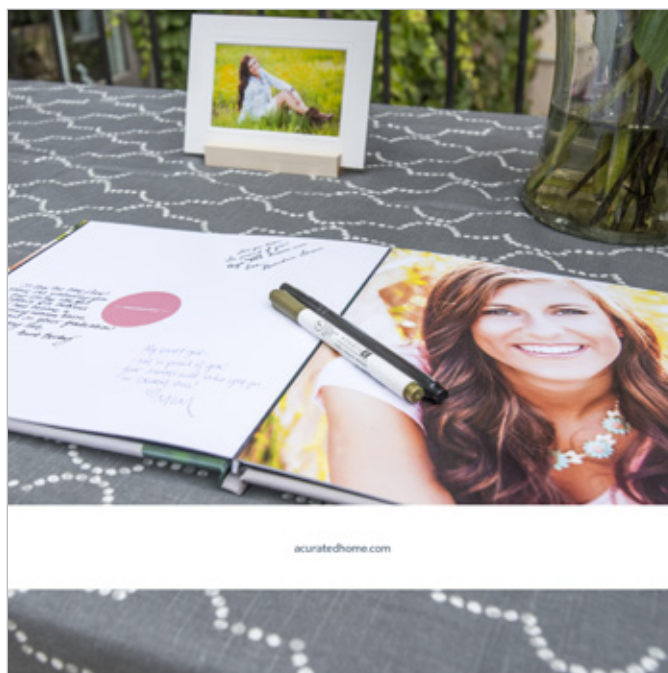


Getting samples in your clients' hands is so important. It gets a dialogue started about what they want. They start to picture themselves owning the products.

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.

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.

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. 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. Give your clients 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.

Alert the (social) media

Within a day after a senior shoot, prepare and post an image as a "sneak peek" for social media. It's instant gratification for your excited senior clients and keeps the experience fresh in their minds. Create instant buzz for your brand and free advertising to a whole network of potential clients. Size this file for social media and add your watermark. Post behind-the-scenes snapshots to show how awesome and fun your photo shoots are.

whcc.com/inspiration

