

PhotoCoach International “Coach’s Corner”

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“I want all my images on a cd”

How many of you are confronted with this request?

How would you like to learn a positive reply and still keep the shirt on your back?

This consumer demand is growing every day. Ever since digital photography has placed the power of manipulating images in the hands of any (well almost!!!) consumer, photographers are bombarded with this ‘business killing’ request.

I say killing because, in my point of view, if you wish to pursue a lucrative career in photography, you have to be able to respond intelligently and not aggravate the client.

There are two ways to address this issue:

#1: Wait until the client raises the objection and skate your way out. But then, you will be on the defensive and you will lose control of your presentation.

#2: Address the objection right after you have sold the value of your services if you feel this may be a concern for your client. Here is what I suggest you say in a very calm tone of voice:

“Every day, I am asked if I can give all the images on a cd. I do understand that this request is often related to an economic factor; that of paying less for prints and not having to come back to our studio. However, what you may not know is, most of the time, photographers who offer this product will give their clients unfinished, uncropped, un-retouched images. You are then left to yourself to color correct, white balance, crop, design the album and then find a lab that can print professional images of high quality.”

“Are you aware of this?”

“If you are ready to spend a numerous amount of hours comparing one image to the next, create a complete story of your wedding day, crop and color balance each image, then this may be an option. In the experience of many disappointed couples who told us they used that option, (with other studios) and that 4 or 5 years after the wedding, they still didn’t have an album to show. Even worse, it has become a source of frustration and argument in their lives. Are you ready for this?”

“What you are paying a professional photographer for is the time they invest in performing all of these operations because they have been trained to do it efficiently with the proper equipment. You are basically paying for the result of their expertise, not the paper that result is printed on. If you wish for us to provide theses services, we are able

to do it following an hourly rate of \$ XX. In my estimation, this will cost much more than the wedding package we have quoted you where all of that work is included.”

“It’s like going to a fancy restaurant. The chef cooks the same ingredients you can buy in any grocery store except, you are willing to pay for his expertise in assembling them into a unique recipe which gives you great satisfaction.”

“The reception hall director is not offering that you to set up tables, serve food and wash dishes. Why would a photographer ask you to complete his work?”

“Offering you a cd with all the images, is just a bad investment for you. Many photographers who offer them either do not have the expertise to finish the product or they do not care about the final result.”

“Is this really something you want?”

The bitterness of poor quality lasts a lot longer than the sweetness of a low price

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