



Profitable Album Design and Sales: The Essential Guide to Professional Photography Albums

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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.

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