



6 Reasons You Should Order Product Samples
For Your Photography Business



DON'T JUST TELL THEM. SHOW THEM!

A flash drive, packaging or PlayBook Studio Sample is a great way to WOW your clients from the start! It's your opportunity to physically show them during your consultation what their investment is going to get them. It's also a budget friendly way for you to try out new styles of Flash Drives, Packaging or our new PlayBook video brochure to fit your branding.

Studio samples look and feel like our real products *because they are!* The only difference is that a "studio sample" message will be laser engraved or printed on the packaging and PlayBook in a discreet location and the flash drives will be non-working.



1.



SAMPLES CAN DICTATE YOUR BRANDING

Does your logo look better printed in full color or engraved into wood? Does it lie better on a solid color or on a textured background? Ordering samples will take the guesswork out of this without breaking the bank.

THEY HELP SET YOUR CLIENT'S EXPECTATIONS

Having select sample products available for your clients to view can get them excited about how their images will be delivered to them. If you have a studio, setting up a mini product display is a great way for a client to determine what style matches them.



2.

3.



ALLOWS YOU THE OPPORTUNITY TO UPSELL

Your client fell in love with the walnut wood flash drive. Do they know you also offer a walnut wood photo box and presentation set? Having sample products on hand comes in handy when you're in-person selling! For example, if your client is trying to decide whether they want digital files or prints, an upsell could be to offer all digital photos at a premium price and include 25 prints of their top photos with a flash drive of their images in a personalized photo + flash box.

SHOW A BROAD OFFERING AT BRIDAL SHOWS

While most photographers will showcase their images, you can stand out by showing how your photographs will be presented to them after the big day! Showcasing multiple styles of packaging allows for conversation, too! If a bride is at your table you can easily ask which style they gravitate towards most. It's an easy way to start a conversation that could lead to booking the wedding!



5.



SHOWCASE YOUR WORK

This is when you can completely wow a potential client. By utilizing a PlayBook video brochure, you're showing them your work in live form. This method works wonders at bridal shows and can be a great closing technique! To increase bookings at a show, offer to include a PlayBook for free in their package if they book that day!

CREATE AS A LEAVE BEHIND

In its simplest form, a leave behind can be just a business card. A nice image on the front with your contact info on the back can go a long way but there's a pretty good chance you aren't the only one with this idea. Creating something totally unique will help you stand out from the competition!

A customized photo box sample is a great way to brand your packaging and showcase your photos without paying full price for something that will sit on a venue shelf waiting to be shown.



READY TO ORDER YOUR SAMPLES?

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