

Zook Notes[®]

Reflectionz[™] v. Cameo

The new Reflectionz cover for the Zook Book[®] is here! We developed this work of art to offer clients premium upgrades at an amazing value. And we've already done the math for you: When you choose this contemporary cover option for the 10x10 or 12x12 Zook Book, you pay only \$90 for this dazzling cover that includes a Glove Black leather spine and back! Compare this to the \$77 cost of upgrading a Zook Book cover to include a cameo, Glove leather and two lines of cover imprinting and you'll see there's really no comparison.



Maximize the impact, artistry and value of your good work with a Reflectionz cover on your next Zook Book, and don't forget to add a PhotoBook as the perfect complement!

At Your Service

Understanding the many hats the professional photographer wears has always been a priority for us. And now we have a new perspective. Meet Sharyl Curtis, Zookbinders' Business Development Manager. Sharyl previously managed two photography studios, owned a manufacturing business and worked as an event planner. Sharyl oversees Zookbinders' Customer Service and Sales Departments and she's already making your life easier.

Sharyl's first initiative was to adapt our Customer Service Department to better fit photographers' needs in the digital age. She worked to reduce the time clients spend contacting us and quicken the handling of requests. As a result, we added reinforcement for our frontline Customer Service Representatives. We created a team of Customer Service Support members, hand-picked from our Production Department, to take charge of the numerous production-oriented tasks (e.g. handling questions about orders, processing repairs, replacing prints, etc.) that hampered the quickest possible handling of phone calls.

"I really believe in tapping our resources," says Sharyl. "By utilizing our colleagues to the best of their abilities we are serving our clients' best interests and also helping our people to grow professionally."

Working closely with Sharyl are three Customer Service veterans who assumed team leader roles in their specialized areas – Linda Miller (production), Susan Gefvert (technology) and Debbie Fernandez (sales). Clients can count on our entire team to provide the tools necessary to make placing orders as simple as possible, and ensure that all interactions with customer service are responsive!

"By utilizing our colleagues to the best of their abilities we are serving our clients' best interests and also helping our people to grow professionally."

Zookbinders' Team: Sharyl Curtis, Debbie Fernandez, Mark Zucker, Susan Gefvert & Cheri Forster at Imaging USA





Z-Partnership: Design-Print-Bind Solution

The Zookbinders partnership with ZOHO Design is like looking in the mirror. Yes, we both have the Z-thing going on, but creative design and quick turnaround are what attracted us to ZOHO and make us a like-minded team. The Z-Partnership provides you with exclusive access to affordable efficiency – album design, printing and binding in one ordering system.

When you outsource your design needs to ZOHO, you not only simplify your workflow but also gain the peace of mind that comes with these valuable benefits:

- Truly unique panorama-style album design (ZOHO never uses templates)
- Designs include color correction services
- Professionals who understand your style and preferences
- Quick turnaround
- Award-winning reputation

Together, Zookbinders and ZOHO are your total album solution. To learn more about ZOHO's design services and flat rate pricing options, call 877-742-2000 or visit www.zohodesign.com. Tell them Zook sent you!

DWF Shines in Florida

We started 2008 in a big way thanks to loads of bright ideas, camaraderie and sunshine in Tampa Bay with our Digital Wedding Forum friends! Zookbinders is proud to be affiliated as both a member and as the DWF Convention's Grand Sponsor. Here's why we are such enthusiastic supporters of DWF:

- Networking on a smaller scale (under 600 registrants)
- Inventive programming (education that's inspiring)
- International points-of-view (attendees from all over the world)
- Mini-trade show (no vendor overload)
- Learning that's also entertaining ("Wedding from Hell")
- Informal setting (easy access to great minds)

We extend special thanks to DWF for inviting Mark Zucker to speak to 500 luncheon attendees. It's gratifying to receive feedback that Mark delivers



WPPI - Make the Most of Your Time

When you set your schedule for WPPI in Las Vegas, we suggest that you focus on products, services and seminars that simplify your workflow and increase your sales. Make the most of your time by placing Zookbinders and the Business Institute at the top of your list.

Visit Zookbinders in Las Vegas at WPPI and see for yourself why our new Reflectionz covers and PhotoBooks are hot sellers. Look for us March 17-19 at Booth #138. And don't miss Mark Zucker's savvy advice at the Business Institute on Saturday, March 15. This pre-convention forum provides the sales and marketing tools needed to take your business to the next level. Zookbinders is pleased to be an Institute sponsor.

For more info on our trade show location, the Business Institute or any other aspect of WPPI, visit www.wppionline.com.

matter-of-fact insight that is not only useful but the "kick in the pants" that professionals say they need. To learn more about the forum that over 5,000 photographers have joined (membership is only \$129/year), visit www.digitalweddingforum.com. And be sure to mark your calendar for the 2009 DWF Convention in Phoenix.



Mark's Remarks

By Mark Zucker, President, Zookbinders Inc.

Up-selling and the Need for Speed

The photography profession has flourished over the years thanks to a sales technique known as up-selling – enticing a customer to purchase additional items, upgrades or other add-ons to increase the sale. Parent albums, frames and fine-art prints are all examples of up-sales.

The need for speed. One of the critical tools in successful up-selling is speed. Images are like perishable products with expiration dates – the longer you wait, the more value they lose. Every week that passes decreases the client's excitement about the photographs and the amount they will ultimately spend. To tackle this challenge you have to run a super efficient production schedule.

Delegate or outsource. Streamlining production means identifying bottlenecks and finding others to help where needed. Delegate or outsource tasks that you don't perform proficiently, such as editing, color correction, album design and administrative work. Then you can invest more time in income-generating activities like up-selling!

Run a tight ship. Aim to present the images to the client within 2 weeks of the event, but be sure to pre-sort the images by category and highlight the ones you recommend. Keep the client in synch with your timeline by having them pick out the images they want when you meet. Thus, you cannot show 2,000 images; limit the presentation to 300-500 images or risk losing your clients' interest. Of course, if you remember that shooting smarter means shooting less, you won't have to deal with 2,000 images!

"Set" an example. Once the clients approve the images, you have about 2 weeks to complete a design...if you want to be an effective up-seller. Pre-designing albums gives you an opportunity to sell more than what the client contracted for. Show upgraded covers and present the album size they selected next to a larger album. Show them a 4x4 PhotoBook as a "purse album" and a 7.5x7.5 PhotoBook to demonstrate that their parents can get the SAME ALBUM for a fraction of

the cost. Remember, your goal is to sell a "set" of albums. With the amount of time spent photographing and designing a digital album, you're doing your client a disservice if they only buy one album.

Raise profits & eyebrows. If you're serious about speed and efficiency, you should have a finished design for a client to see within 4 weeks of the event! For maximum marketing bang, the album should be delivered within 2 months of the event. Not convinced this is the way to go? Some of the benefits of delivering quickly include:

- The customer will buy more photos.
- The more photos they buy the more interesting the design.
- The customer will buy more upgrades for the album.
- The customer will buy more ancillary albums.
- Add over \$1,000 in gross sales to a job with a profit margin of over 50%.
- Move on to your next job sooner.
- Lower all of your costs while increasing customer satisfaction.

Spread your work around. When you successfully up-sell, be sure to reward your client. If they order a set of albums, give them the proofs and/or CD (they're of no value to you at this point). Take their favorite digital spread and sell them a 10x20 framed portrait or sell 4x8 desk frames of the same image to show off at work. And don't forget about guest sales. Work with a company that offers online posting so you can generate additional sales to friends and relatives.

In order to maximize up-selling, you must be able to produce quality designs and products quickly. Identify the bottlenecks in your production process, enlist help where needed and invest your newfound time in marketing the fact that you can deliver a finished album in 2 months. Speed sells and Zookbinders will help you deliver!

Mark



Showing off the latest products at DWF



Debbie Fernandez, Sales Lead



DWF founder Jeff Caplan & Mark Zucker share the stage in front of 500 luncheon participants

2008 Zook Awards – More Categories & Prizes

The Zook Awards is now accepting entries for its 6th Annual Digital Album of the Year Contest. Sponsored by Zookbinders, the competition honors the most creative album designs, finest photography and highest impact storytelling unified in one package.

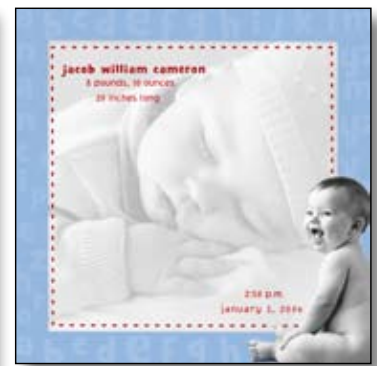
The newly expanded range of categories includes:

- Overall Winning Design
- Best Wedding Design (includes Engagement)
- Best High School Senior Design
- Best Portrait Design
- Best PhotoBook Cover and Book Design

Enter for a chance to win a trip to the 2009 WPPI Trade Show in Las Vegas, admission to the 2009 DWF Convention in Phoenix, or free products and services from Zookbinders. The competition is open to all North American professionals who photograph for a living. Entries must be received at Zookbinders by August 15, 2008. View contest rules, entry form and past winners at: www.zookbinders.com/pros/awards.php.

PhotoBook – Leaving Your Mark

We've listened to photographer input about logo and signature placement in our new PhotoBook and we're making changes to meet your needs. Zookbinders' logo will be smaller and placed in the bottom third of the inside back cover (moiré side). Photographers can place their logos in one of several places: front page "0", front page "1", last page of the designed book, or outside back cover, which is the most popular choice. Please contact Customer Service with any questions or comments.



Winning album designs by Sallee Photography (top left and bottom) and Hopkins Fine Portraits (top right) from 2006 and 2007 Zook Awards.

Print to Bind Fan Club Keeps Growing

Our Print to Bind service is all about making your life easier. So when clients take the time to tell us that the service is exceeding their expectations, we have to share the excitement...



"I just received my first Print to Bind album and it is beautiful. Outstanding job on the printing! You guys are AWESOME!! Thank you so much!!"

– Ruth Berry, Ruth Berry Photography

"...I love the Print to Bind service. Turnaround time is great and the images come out better from your prints than what I used to get from our lab. And it's less expensive than prints we used to get from our lab."

– Bill Graves, Visual Image Photo

"...I have to comment on your Print to Bind service. The colors are AMAZING and spot on!! I love the convenience of this service. Thanks so much!!"

– Dawn Martinez, Dawn Marie Photography

"...The prints look amazing and the ROES program made everything so simple...please know that you have made a loyal client out of me."

– Timary Lee, Timary Lee Photography



Zook Notes® is a quarterly publication from Zookbinders Inc.
Please send comments and suggestions to Editor, Zook Notes at the address below:

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