

P-Essay

Creating And Selling Keepsake Photo Greeting Cards

The greeting card industry is an \$8 billion per year business market and you can have a share of that market, with some knowledge, information and the use of your photographic skills! Cards are created and designed for all occasions, events or holidays, and they are a great way to express thoughts and feelings to people you care about. A wonderful tool to showcase great photography, they are for some; a terrific means to make a profit!

There are predesigned mass manufactured greeting cards, photo printed cards geared toward personal sending and custom-style photo greeting cards. Research shows that the high quality unique keepsake type product is a growing trend in the market and has made a big comeback since the inception of on-line greetings. It is due to their more personal nature and keepsake quality that they impart a lasting impression. The difference between a "Good" greeting card and a "Great" card is in the content presentation, uniqueness and quality.

In many cases, just a beautiful photo alone may not be ideal for creating a great greeting card so here are a few things to consider: In nature and landscape photos make sure the subject image is large enough and cropped properly, for example a wide landscape image will not display well. Also keep your subject matter interesting. Unique shots in tourist or scenic areas are typically enhanced by the card frame and will usually be kept and displayed by the consumer. In portrait cards, make sure the subject fills the frame for the most effective results.

Where To Sell Your Cards

You are really not competing with mass manufactured cards and should not be targeting those who are shopping for bargain cards. Well done photo cards are a unique work of art and you are creating a superior product. Customize the cards to meet your customer's needs and try to display them at impulse purchase areas. Also be sure to have your name or company tastefully imprinted on the back of the cards with your Web site for recognition and further business opportunities. Use photos that are specific to the tourist area or marketplace and have the cards imprinted to create that special memory. Popular markets in which to display your work are tourist

areas, craft shops, bird stores or wildlife centers, drug stores, art fairs, museum stores, or sold on your Web site. Try to additionally expose yourself in the market by also offering your cards to charities or creating fund-raising programs for schools and non-profit organizations. Be sure to know the market and your price point!

Having your photography developed at your favorite shop or lab will provide you great control, quality and flexibility. Keep in mind that all your photos should be printed with archival inks so if you do print them at home, make sure you have the proper inks and paper. Using your own prints in a high quality "card type frame" will create the most effective and beautiful results.

Tips on Displaying the Cards

Package your individual cards in a quality clear bag that will not yellow and seal them for protection. Depending upon the space you are allocated, professionally display them in a counter-top spinner rack or tabletop small rack near or at the checkout area. If you are fortunate to secure a larger space, fill a floor spinner rack with your cards, make sure the bins are full and again place in a high traffic area or an impulse purchase area near a register. Typically you can assign cards to the store, rent floor space, or sell them outright with the racks. Change them out occasionally to provide fresh images along with the best sellers. Also consider packaging your cards in a creative fashion such as gift sets in clear top gift boxes. 8-12 cards with envelopes will allow an affordable price point to the consumer.

Now continue to enjoy your photography, share your talent and grab just a small part of that \$8 billion market! ■

Neal Gold
Colorado Springs, CO



Neal Gold

Discount on Photo Travel Trips Benefit of PSA Membership

PSA members receive 20% off any photo workshop hosted by Mountain Trail Photo. PSA members receive 10% discount on the one-day workshops and private instruction offered by Joe Rossbach. Use Discount Code MTPPSA in the registration form discount code box for a workshop at <http://www.mountaintrailphoto.com/>. This offer is good through spring 2010.