

# 60

## IDEAS FOR YOUR PERFECT BOUDOIR SAMPLE

YOUR GUIDE TO SAMPLE PRODUCTS



# WHY DOES A BOUDOIR PHOTOGRAPHER NEED A SAMPLE?

Samples are to your sales and prosperity what a portfolio is to your existence as a professional photographer.

Without ever compiling a portfolio; a collection of photographic work, you can ever expect to land a job as a photographer – or at least get to that next level. Similarly, you can't ever expect to make big sales and really flourish – financially and otherwise – without having showcase print products so your clients can get an idea of what they're about to get.

Truth is, most of your clients simply don't know what professional photography print products are. So when you ask if they'd like an album, or a folio box, or even print; they either really have no idea what you're saying, or imagine something from a major discount store. Yes, that dreaded quality and colorblind print profile and all. It's no wonder clients don't seem too interested at first mention of print.

However, have tangible samples on-hand to illustrate what exactly you mean; really let them explore, experience, and take them in, and watch as the realization rushes over them that they're able to purchase precious heirlooms of the highest quality. With print and print samples you don't need to worry about existing as a professional photographer, rather deciding how much you want to flourish!

Unsure how to go about your samples? Fear not, you're in the perfect place. Explore the rest of the PDF as it's designed to educate and give you inspiration on how to create the perfect print samples for your studio.



• 10x10" Photo Album, Exclusive Collection with P10 cut-out window with Acrylic finish., J47 Leatherette on top of V11 Velvet textile



Artwork by ELIZABETH CRAIG

 nphoto

GET ONE SAMPLE PRODUCT  
**60%OFF**

With the code: BOUDOIRPDF

**Terms&Conditions:**

Include promo code in the appropriate area before checkout.  
60% discount applies to one sample product.

Choose one product from: Photo Album, Complete Set  
(with Photo Album), Folio Box or Triplex.

Each sample will be labeled 'Sample Product not for Resale'.  
Prices will be discounted automatically once you add product  
from the offer to the cart, upload your photos, and enter the  
promo code in the appropriate section before checkout.

Sample USBs do not contain a memory chip.

This offer cannot be combined with other promotions  
on the same product.

**Important:**

**This code is valid for 30 days since you received this email.**



Artwork by ELIZABETH CRAIG

[www.nphoto.com](http://www.nphoto.com)  
[customerservice@nphoto.com](mailto:customerservice@nphoto.com)

10x10" Photo Album, Exclusive Collection,  
8x12" Folio box with A39 textile inside and  
Matted Prints - black with white core  
6X9" Triplex with Acrylic finish  
9x6" Box for prints A31 textile inside

# HOW TO START

## YOUR GUIDE TO SAMPLE PRODUCTS

1. Register on our website.
2. Wait for your account to be verified (we do not sell to the public and we make sure we work with photographers only). Please check your SPAM folder if you don't hear back from us within 48 h.
3. Your personal advisor will get in touch with you with all the details and instructions on how to start ordering.

Want to order straight away?

Use the code at checkout: **BOUDOIRPDF**



8x12" Stacked Acrylic Print  
with standard black backboard

# TRADITIONALLY INTIMATE PHOTO ALBUMS



12x12" Photo Album, Exclusive collection with T2 cut-out window and Acrylic finish, C15 Leatherette



# PRO TIP

## ELIZABETH CRAIG

Elizabeth Craig (Boudoir), Elizabeth Craig Photography



*"Become your client's ideal photographer focusing on value over skills."*

Excerpt from Live Chat with Elizabeth Craig



# EDUCATE YOUR CLIENTS

## THE IMPORTANCE OF PRINT

Remember what we said about clients being unsure of the professional photography world? That certainly applies to printed products, but to photography as an art as well. The world takes more pictures than ever before in human existence. Nearly everyone is in constant possession of a picture-taking device. We know this; but does that mean we're doing pictures right? Are we doing right by them? Are pictures really meant to live out a fate trapped inside a digital device?

Of course not. Especially not your professional work. Especially not the photos you make meant to empower, inspire confidence, express beauty and bring people together. Help your clients understand this; to understand the real value and purpose of your service, too, and they'll soon understand they made the right choice seeking out your services and that your work; their imagery, deserves to be displayed, set free – not locked away in a cyber prison cell.



• 12x12" Complete Album Set, Exclusive Collection, J28 Letherette Cover with A37 textile inside

# PRO TIP

## ELIZABETH CRAIG

Elizabeth Craig (Boudoir), Elizabeth Craig Photography



*"I know shooting boudoir; when a woman allows herself to become very vulnerable and put herself in this kind of a photograph she wants to show that off!"*

Excerpt from Live Chat with Elizabeth Craig



12x12" Photo Album, Exclusive collection with T2 cut-out window and Acrylic finish, C15 Leatherette  
12x12" Photo Album, Exclusive collection with T2 cut-out window and Acrylic finish, E4 Leatherette

PRINT IS BRINGING TO LIFE  
INTIMATE MOMENTS MEANT  
TO BE RELIVED.



- 6x8" Photo Album, Exclusive Collection, C15 Leatherette cover
- 8x12" Photo Album, Exclusive Collection, V13 Leatherette cover



## SHOW OFF YOUR BEST

Samples serve as a way for you to sell print products, but also to show off your full capabilities as a professional photographer. We totally understand the desire sometimes to scoff at the self-proclaimed photographers running around with smart phones and going straight to Insta then boasting the likes they receive for poorly filtered, hardly edited work. Why? Because there's so much more to it; so much more nuance, artistry, craft, perfection needed when putting photos out to print.

Samples are your chance to flaunt that to your clientele. Your chance to really exude your value and skill set. To say: This is why you want ME – a true pro, and not just some acquaintance with a 'camera'. So select your best images. Print them in the best products. Showcase them: loud and proud. It's your business (literally). You're a leader; go ahead – be a show-off.



10x10" Photo Album  
12x12" Complete Album Set, Exclusive collection with T2  
cut-out window and Acrylic finish, E4 Leatherette



# TRADITIONALLY INTIMATE PHOTO ALBUM

There is nothing wrong with going with what works – even if it's been done before. In fact, that's smart. We are known for our high-quality, hand-crafted photo albums. Lay-flat, durable, rigid spreads. Five paper types to choose from with a luxurious Silk paper coming standard. Sizes ranging from impressionable 12 x 12 (30 x 30) down to the intimate 6 x 6 (15 x 15)

and many options in between. Albums are inherently intimate photo products designed to self-conceal and be stowed away on a bookshelf or hidden in a drawer; or under a bed when not in use. Yet, when being enjoyed they truly shine and show off their unmatched ability to display photo art like no other print medium. Mesmerize your clients with our photo albums.



10x10" Photo Album  
12x12" Complete Album Set, Exclusive collection with T2 cut-out window  
and Acrylic finish, E4 Leatherette

# PRO TIP

## ELIZABETH CRAIG

Elizabeth Craig (Boudoir), Elizabeth Craig Photography



*"You may think that everybody wants to buy your photographs, but the truth is that they're buying you. So, you have to make sure that your brand is consistent with what message you're selling."*

Excerpt from Live Chat with Elizabeth Craig



12x12" Complete Album Set, Exclusive collection with T2 cut-out window and Acrylic finish, E4 Leatherette  
10x10" Photo Album  
8x12" Folio Box with usb and E4 leatherette and A39 inside - box for prints 7x5in in H13  
8x12" triplex with standard card finish in E4 leatherette

nPHOTO'S FLAGSHIP PRODUCT

## COMPLETE SET

BRIDGE THE GAP BETWEEN PRINTED  
PRODUCTS AND DIGITAL FILES

With this you receive a Photo Album, Photo Book Pro or DreamBook 4K depending on your choice; a matching Box and USB (optional). In our Complete Sets, each Box and Album/Photo Book/DreamBook 4K have identical covers and the USB is coated in the same textile as the interior of the box.



CHRISTINA & EDUARD  
PHOTOGRAPHY

12x12 Complete Album Set, Acrylic Collection with AP2 cut-out window in J28 Leatherette and A37 Inside

**Stop the fight.** I mean why choose when you can offer both. Our flagship Complete Set provides you and your clients a full print product as well as a USB (standard or mini sized) with a matching box to house all safely and securely.

Choose to get a Complete Set with a Photo Album, Dreambook 4K, or Photo Book Pro print product option.

In our Complete Sets the box and print product have identical covers while the USB shares the same textile as the choice for the interior of the box.



12x12" Complete Set PhotoAlbum with usb  
in E4 leatherette and A39 textile interior





# CHOOSE WHAT YOU WANT

Remember when we said that it's your business and you're a leader? That's true. Extremely true. So do yourself, and, yes, even your clients, the favor and showcase the samples and print products you want to. Choose the ones you like and that best fit your brand. We often ask high level professional photographers what products are best to offer and they all share a similar sentiment – the products that you love. I know that might seem counter-intuitive, but it's actually sensible for a few reasons. Perhaps the most obvious reason is by selling what you love you'll genuinely 'feel it' more and have more positive things to say about it – yes, your enthusiasm and attitude WILL show to your clients.

Then, by choosing what you like you're more likely to be unique and have a consistent brand. Again, this may seem like a small detail but it makes a big difference in the grand scheme of things.

We close with choice. The wolf in sheep's clothing. By selling only what you want yourself you're likely self-limiting from a much larger possibility. Perfect. While it may seem like a client's dream to have as much choice as possible,

research actually shows too much choice can be intimidating and exhausting for potential buyers. Then, add that to what we've said before about most of your clients having little knowledge about pro photography to begin with and we can see how this can quickly spiral out of control and nose-dive a potential purchase.

Keep control of your studio and its offer and be sure to educate and remind your clients every step of the way. Also, don't worry, you don't have to be a print aficionado and dive deeply into your heart and soul to choose 'what you love'; if you want to offer a product because it can earn you the most that's fine. So long as it's what you want to offer. Again, your attitude will rub off and if you're annoyed about a product your clients will feel it, too. But luckily, the opposite is true as well: love it and they soon will, too.

Still not sure what exactly you love? Don't worry, we're here to help. Have a look through the rest of this PDF to get some ideas. Then feel free to reach out to us on Facebook, or by phone or email and we'll be happy to help you make up your mind further.

# PRO TIP

## EMILY BURHOP

Emily Burhop (Wedding & Boudoir) EMRY Photography



*"I pull out my studio samples for my clients to look at while they're in hair and makeup and after they see how beautiful these albums are they always upgrade in size, add metallic spreads, storage box for discreetness and engraving."*

quote from an interview with nPhoto



  
**CLICK  
HERE**  
TO DESIGN  
THIS PRODUCT

10x10in photo album in E4 leatherette  
8x8in photo album in E4 leatherette  
8x12in triplex in E4 leatherette



# GET ONE SAMPLE PRODUCT 60%OFF

With the code: **BOUDOIRPDF**

**Terms&Conditions:**

Include promo code in the appropriate area before checkout. 60% discount applies to one sample product.

Choose one product from: Photo Album, Complete Set (with Photo Album), Folio Box or Triplex.

Each sample will be labeled 'Sample Product not for Resale'. Prices will be discounted automatically once you add product from the offer to the cart, upload your photos, and enter the promo code in the appropriate section before checkout.

Sample USBs do not contain a memory chip.

This offer cannot be combined with other promotions on the same product.

**Important: This code is valid for 30 days since you received this email.**

[www.nphoto.com](http://www.nphoto.com)  
[customerservice@nphoto.com](mailto:customerservice@nphoto.com)



12x12" Complete Set Photo Album with usb in E4 leatherette and A39 textile interior  
8x12" Folio Box with usb and E4 leatherette and A39 inside  
7x5" Box for Prints in A53 textile  
10x10" photo album in E4 leatherette  
8x12" triplex in E4 leatherette



30x30cm / 12x12" Complete Photo Book Set Exclusive Collection with 16GB  
USB (optional) in V23 velvet textile cover and A52 textile interior  
15x20cm / 6x8" Photo Album in V17 velvet textile cover  
42x30cm / 16.5x12" Photo Book Pro in V15 velvet textile cover

## PRO TIP

### DORIE HOWELL

Founder of professional photography education platform, The Harmony Hangout



*People buy what they see. It is good to show them samples so they can see the quality and realise that what you are offering they are not going to be able to get at their local store. That it's something unique to your business and it's beautiful and it's a little bit different and a little bit special.*

quote from an interview with nPhoto



12x8" Photo Book Pro with P10 cut-out window in V7 Velvet textile and V6 Velvet (underneath)

Artwork by CHRISTINA & EDUARD

MAKE AN IMPACT

# FOLIO BOX

WITH MATTED OR BOARD MOUNTED PRINTS



Artwork by Elizabeth Craig

8x12in with usb and E4 leatherette and A39 inside

## PRO TIP

ELIZABETH CRAIG

Elizabeth Craig (Boudoir), Elizabeth Craig Photography



*"Acrylic takes everything up a notch. I always show the same album. I show the same with a leather cover. I show the album with a regular photo album cover like a wrap-around; and then I show the album with an acrylic cover. Hands down it's the acrylic cover that they choose 9 times out of 10. And the reason why is because the acrylic elevates it. It's so much more luxury it's just a show-stopper!"*

quote from an interview with nPhoto



**CLICK  
HERE**

TO DESIGN  
THIS PRODUCT



Artwork by CHRISTINA AND EDUARD

12x12" Complete Album Set, Acrylic Collection  
in F1 and A39 inside



## PRO TIP

### ELIZABETH CRAIG

Elizabeth Craig (Boudoir), Elizabeth Craig  
Photography



*"Another part of getting clients to come back is making sure you have luxury products as well. Making sure that you have top of the line products. That you have everything that you think your clients - for that specific genre - are going to want."*

quote from an interview with nPhoto



8x12" Folio Box with usb and E4 leatherette and A39 inside

Artwork by CHRISTINA AND EDUARD



8x12" Folio Box in V4 Velvet and A37 inside

### ELIZABETH CRAIG

Elizabeth Craig (Boudoir), Elizabeth Craig  
Photography



*"I hear this all the time, Oh, I'm not good enough, I'm not good enough, I can't charge for this. I'm not good enough. It's all subjective, yes, you can. Get out there; charge for it. The more confident you are the better you're going to get, and the more people are going to come to you."*

quote from an interview with nPhoto





Artwork by CHRISTINA AND EDUARD

8x12" Folio Box in V4 Velvet and A37 inside

Artwork by CHRISTINA AND EDUARD



8x12in triplex with passepartout in F1 leatherette

## #nPHOTOPROTIP

“Set up your studio to resemble a home setting. Clients usually keep their photo products at home and often they become part of their home decor. Arrange part of your studio to make it look like a cosy room. You can use a dresser with a Triplex on top and with a canvas hanging on a nearby wall, or put Photo Albums on a coffee table. This way it will be easier for clients to imagine products in their own home.

– from video “Arrange your studio this way and sell more”, visit [blog.nphoto.com/pro-tip-sign-up](http://blog.nphoto.com/pro-tip-sign-up) and subscribe to our #nPhotoPROtip videos.



  
**CLICK  
HERE**  
TO DESIGN  
THIS PRODUCT



Artwork by CHRISTINA AND EDUARD

8x12" triplex with ppt in F1 leatherette and standard card finish in E4 leatherette

## # REASONTOPRINT

NOTHING COMPARES TO  
**A HIGH-END PRINT** WHEN  
IT COMES TO SHOWCASING  
**YOUR BEST SHOTS.**



8x12" triplex in E4 leatherette



## PRO TIP

### ELIZABETH CRAIG

Elizabeth Craig (Boudoir), Elizabeth Craig Photography



*"Here's the thing: you can spend all of your time trying to convince strangers that you are what they want. Why not put a lot of that energy into the clients that have already been with you; that don't need to be convinced?"*

quote from an interview with nPhoto



6x9" Triplex with white passepartout in F3 Leatherette  
7x10 Triplex in E5 Leatherette with acrylic finish

# SAMPLE DESIGNING 101

The sample product is all about you and your images.

**The designing process will take you only a moment and you can do it in three ways:**

- use our free and intuitive nDesigner PRO, accessed from the cart,
- use our templates,
- use our partners' software.



8x12" Folio Box in V4 Velvet and A37 inside  
16.5x12" Stacked Acrylic Print  
6x9" Triplex with white passepartout in F1 Leatherette



FUNDY  
DESIGNER



AlbumStomp

DgFlick®

# WHAT'S THE DIFFERENCE BETWEEN A SAMPLE AND A FULL VALUE PRODUCT?

## YOUR GUIDE TO SAMPLE PRODUCTS

The only difference between our Sample and non-Sample products is a label reading, "Studio Sample not for Resale" etched on the inside back cover and printed on the front side of Wall Decor products.

That's right, with our Studio Samples you get a full-value product at a fraction of the cost.

We are all about helping out our fellow professional photographers. Which is why, importantly, our sample products are never branded with our nPhoto logo and are created to be displayed and promoted by the photographers they serve. **They are created to promote YOUR business, not ours.**

STUDIO SAMPLE NOT FOR RESALE

## #nPHOTOPROTIP

Don't only have samples - promote them too. Take pictures of print products you offer and examples of what you gave to your clients. Put pictures of your samples on your website and on your social media channels so clients are aware that you offer photo products before they come for a session.

- from video "So you have your samples...now start to market them", visit [blog.nphoto.com/pro-tip-sign-up](http://blog.nphoto.com/pro-tip-sign-up) and subscribe to our #nPhotoPROtip videos.



16.5x12" Stacked Acrylic Print

**ELIZABETH CRAIG**

Elizabeth Craig (Boudoir), Elizabeth Craig  
Photography



*"For my clients it is albums. The number one thing my clients want are albums."*

quote from an interview with nPhoto



12x12" Complete Album Set, White Lady Collection



12x8" Framed Alu-Dibond Metal Print

## #REASONTOPRINT

A HIGH-QUALITY PRINT ON  
A PROFESSIONAL MEDIUM  
IS THE FOLLOW THROUGH.  
IT'S THE FINAL TOUCH - IT'S WHAT MAKES AN IMAGE  
A MASTERPIECE; A CHERISHED HEIRLOOM.



12x16,5" Framed Print with passepartout



12x8" Stacked Alu-Dibond Print  
16.5x12" Stacked Acrylic Print



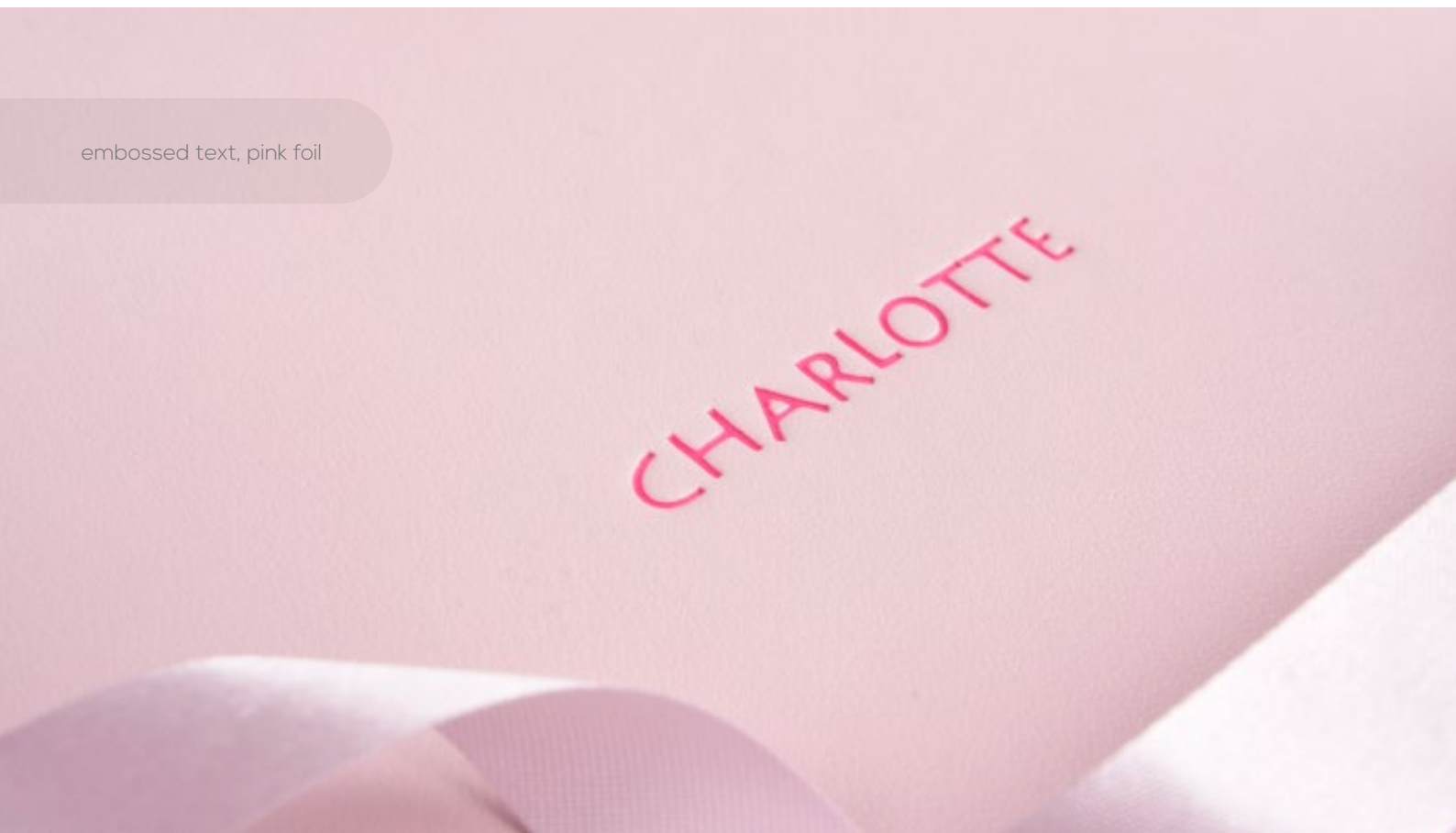
8x8" Stacked Alu-dibond Metal Print



laser-etching, self-made pattern

MAKE YOUR SAMPLES TRULY YOURS AND  
PERSONALISE IT THE WAY YOU WANT

**LASER ETCHING, UV PRINTING, EMBOSSING AND MORE**



embossed text, pink foil

# Q&A

## **1. How many images can I use in my sample?**

You can order as many pages as possible in a given product- so there is no specific limit for sample orders. However, our graphic designers, who design templates daily, recommend limiting the number of images per spread to about 1-4. This is for aesthetic reasons and achieving the best possible photo presentation results.

## **2. Do you have a product catalogue and a swatch book?**

Yes, we do have a product catalogue and a swatch book. Simply, add these products to your cart when placing your first order with us. They are also included in a Starter Box which is one of the best and most effective selling tools and a must-have if you've just started your journey with nPhoto products. You will find these products in the nShop, which is our online ordering system, in the Selling Tools section. You can also download online versions of both in our Selling Tools section in the Customer Area on our website.

## **3. I'm trying to design my sample product, but the images seem blurry.**

Our designing software, nDesigner PRO, works with thumbnails so please do not worry if your images appear blurry. If there is anything wrong with the quality of your file you will be notified by our system.

## **4. I have a discount code for a sample. How can I use it?**

After adding an item to your cart you will see a 'PROMO CODE' section. Please type in your discount code in this section, then click 'APPLY'. The price will be reduced automatically upon submitting your special promo code.

# HOW TO PICK THE RIGHT MATERIAL FOR THE COVER

Some photographers want to complement the cover photo and look for a material to match, while others pick one signature colour for their brand - or just follow their gut. Either way, there is no wrong way about it.

Download our latest Swatch Book and get to know the 60+ materials we offer and choose the best option for you.

[DOWNLOAD](#)

Don't forget to add a tangible version of our catalogue and Swatch book to your cart with your first order!



12x12" Photo album Acrylic Collection, AP9 in F1 Leatherette, AP1 with VII Velvet and AP2 in J28 Leatherette

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