

Soup to nuts marketing kits allow you to project a unified look without the hassle of having to create it yourself.

Solve your brand identity crisis

One of the most time-consuming parts of a photography business startup or specialty switch is establishing a brand identity. A picture may be worth 1,000 words, but those words have to be pulled together in a professional and cohesive fashion to impress new and potential clients.

Marketing pieces promoting your products and services play a key role in your brand identity, whether those pieces are postcards, business cards, brochures, DVD presentations or any other media. But most photographers would rather spend their time shooting than planted in front of a computer screen designing a campaign, even if they do have the necessary graphics skills.

Enter template designers who can help you create a polished look you couldn't create on your own or afford to commission. Templates can be huge time savers as well. We found several template services and designers who could help you create effective, unique marketing pieces. Some of the designers are photographers themselves, so they understand the marketing needs of a photography business, and know what works.

No matter what your style—funky, classic, eclectic, minimalist, romantic, modern—chances are there's a template combo to suit you. Several of the resources presented here make templates for various photographic genres, such as seniors, weddings and boudoir.

DESIGN AGLOW:

Modern Marketing Set

Coordinate the look of your brochures, business cards, gift certificates, letterhead, stickers, price lists and more with a clean, modern flair. On these bold, vibrant designs, your photos and product descriptions will really stand out. The Design Aglow template set is completely customizable in



layered PSD format for Photoshop. You can easily change the colors and fonts to match your websites and logos.

You might also invest in Design Aglow's coordinating eight-page marketing brochure template—a mini catalog for showcasing your photography and promoting your packages, merchandise, and session information.

Price: Modern Marketing Set \$125; matching companion marketing brochure \$80. designaglow.com

GO{4}PRO PHOTOGRAPHY: Adi Ultimate Marketing Kit

This kit has 26 fully layered PSD files that can easily be customized, and



feature simple logo drop-in spaces for brand consistency. Templates include simple clipping masks for images and digital papers. For an additional fee, the templates can be customized with your own color scheme. Custom logo design service is available. Every aspect of the Adi kit was designed to be easily

altered, affording the purchaser full control over the final products.

Price: \$199; customized color \$260; customized with logo design \$400. go4prophotos.com

PHOTOGRAPHER CAFE: Dreamy Business & Marketing

These sets are packed with templates to help photographers present a cohesive, professional look. The design elements are embedded in separate layers, which can be hidden if desired. The instructions are easy to follow, and there are trim-guides for finishing the output.

The Dreamy design is subtly feminine, yet crisp and modern. Coordinating storyboards, image boxes, DVD cases, and album designs are available for an additional fee.

Price: \$175. shop.photographercafe.com



JAMIE SCHULTZ DESIGNS: Senior Essentials

These designs are popular for a reason—they're easy to use and the graphics are top-notch. It took no time at all to figure out how to alter the designs, saving me precious minutes. The slick, contemporary design of the Senior Essentials marketing kit is sure to catch the eye of any discerning teen, yet give parents confidence in your professionalism.



Coordinating stickers allow clients to spread

the word about your business. The layered PSD templates work in both Photoshop and Elements.

Price: \$75. jamieschultzdesign.com

SARAH Q DESIGN: Pink Lace Boudoir Collection

More than 20 percent of PPA members report they're shooting boudoir photography. It's gaining in not only popularity, but

prestige. For many established photographers, a budding boudoir business requires a separate name, logo, and website—and with that, the necessity for new marketing materials.

The Pink Lace Boudoir Collection will knock your clients' socks off.

The marketing kit



includes templates for an eight-page layered PSD price guide template, a two-sided postcard or thank you card, a business card, and a CD label. Ooh la la! Hot pink lipstick optional.

Price: \$115. sarahqdesign.com

THE POLISHED PHOTOGRAPHER: Wedding Contract & Beyond Kit (Contemporary)

Laura Wootan of Wootan Weddings in San Marcos, Texas, consulted with The Polished Photographer in the design of this kit. All materials were developed to meet the specific needs of the wedding photographer.



It's a time-saving, all-inclusive product for creating marketing pieces. In layers with clipping masks, the templates are easily customizable. The attention to detail makes this kit an incredible bargain.

Price: \$125. thepolishedphotographer.com

PHOTODUDS: smart, Beth Forester Marketing Kit

A timesaving senior campaign in a box. PhotoDUDS has all the templates you need to market to seniors successfully. The "smart" marketing kit contains templates for a

senior price list, promo cards, newsletter, student rep cards, coupons, 411 cards,

proof contract, marketing pieces and more. It comes with a guide in PDF format that explains how the designer uses these items in her own successful senior business, Beth Forester Photography.



The kit might prove challenging to first-time Photoshop users, but the variety and usefulness of the kit's contents will provide enough incentive to hurdle the learning curve—plus, it's just fun to play with!

Price: \$245. photoduds.com ■

See more from Robyn L. Pollman at paperieboutique.com and buttonsandbowsphotography.com.