



## Printing on location

Wow your clients with on-site prints and watch sales soar

Bringing joy to others is why I do what I do. Handing someone a print moments after I take the shot is one of the easiest ways to do it.

If you've never printed photos on location, you may be missing great opportunities to wow your clients and attract brand new ones.

With the drop in printer prices over the last couple of years, there's no time like the present to jump in and start making magic. Many of the printers available for under \$400 will allow you to make prints on the go, with or with a computer, and with color fidelity and print longevity that rivals or exceeds prints made at a photo lab.

I recently did a shoot for a new client, a major record label. The assignment was to photograph a new artist performing in an intimate setting for local radio stations and media VIPs who could spread the word. I was covering the event alone, and was to provide my client with a CD of high-resolution images. What the client didn't know was that even solo, I could make prints in minutes on location, which would help generate extra attention for the burgeoning artist.

The artist arrived shortly before her performance, and I asked if I could make a couple of outdoor shots before she took the stage. With this tight time frame, I was granted about 60 seconds—but boy did I make the most of it. I was happy to see



Printing on location impressed the client and a group of potential clients, and turned one job into two. The Epson Stylus Photo R300M and Stylus Photo R800 make excellent location printers with print-to-CD capability. The R300 uses dye-based inks and can print directly from your media card; the R800 uses Epson UltraChrome pigment inks.

that my subject had a cool look and could move in front of the camera. Many of those shots were keepers. I dashed backstage and opened my favorite shot in Photoshop. I quickly color corrected and softened the skin tones using filters from nik Color Efex Pro 2.0, and then sent the image file to my Epson Stylus Photo R800 pigment ink printer to output a 5x7.

The artist was blown away. She quickly showed off the image to her manager and an exec from the label. This alone would have been cool, but ah, it was just the

beginning. With permission from her manager and the label exec, I dedicated the R800 to printing 5x7s with both her info and my company's info across the bottom. Minutes later a respected source from the record company was handing out beautiful prints bearing my contact info to an audience that was my perfect target market.

Coincidentally, as the event was ending, another event was getting ready to go on. It was a fashion show. As I was packing my gear, the show designer noticed my setup and a couple of the artist's prints, and she

hired me on the spot to cover her show. I had a new client and had completed a bonus job before even leaving the building. Wow! There are so many ways to have fun and

make a profit with printing on the go. If you shoot weddings, try printing a few special shots on the spot, overprinted with your company info. The bride will be assured

she looked great, and the couple will go off on their honeymoon without worrying about the photos. Naturally, the bride will show off the prints, all the while promoting you to her friends and family. Some of the on-the-spot wedding photos that I've embellished with artistic edges and sepia tones have made people cry with joy.

Try this: Take a shot from an event and print it on ready-made perforated business card stock, and include the URL where clients can view the event photos. Just watch your sales jump.

Weddings, parties, and special events are just a few of the many opportunities to reap the benefits of location printing. I keep a power inverter in my car at all times so I can grab a printer and go whenever I want to make money, impress clients or just have fun.

I use a couple of printers, depending on what I'm doing. The Epson Stylus Photo R800 (\$399) is an extremely fast 8.5x11 pigment ink printer that makes archival 5x7s in a snap (requires computer/laptop). The Epson Stylus Photo R300M (\$229) is a dye-based printer with a built-in color LCD monitor and card reader for all popular media types, and it produces gorgeous prints without a computer in just a couple easy steps. I cart around my equipment with a great product called the Total Trolley ([www.totaltrolley.com](http://www.totaltrolley.com)), generally with my printers packed in their original boxes for transport. At the location, I cover the box with a tablecloth and it becomes a small table for my printer.

Try printing on the go at your next event and watch your sales and clientele jump. □

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