

What can QuickMats software do for you?
Add to your product line and your bottom line.

BY BOB COATES

Auto-mat

QUICKMATS 3 BY JOHN HARTMAN



If you're looking for a way to boost your profits with add-on sales, John Hartman's easy to use QuickMats 3 (QM3) software is for you. It takes about 30 minutes to set up the application, getting the numerous supplied textures in place (it's even faster if you don't want to load the textures). Then you can get right to work. When you create a mat style you want to use regularly, you can save it as a template to speed production. There's an easy-to-follow QuickTime movie to instruct you at www.jhartman.com.

There are several ways to present this product to clients—glassless, with the image printed on canvas, mounted on Masonite or another backing, and coated. You can laminate the print or texture and spray a photographic print as you would a fine art piece. It's a safe presentation for shipping, and without the weight of the glass in a frame, more economical.

Chris Yates of Christopher Yates Fine Portraits in Winter Park, Fla., uses QM3 to make speculation portraits. "Many of our clients love the virtual mats. We have to point out to them that they really *are* virtual," he says.

Jack DeHaven of Jack DeHaven Photography in Martinsburg, W.Va., uses QM3 almost daily to create speculation composites for high school senior clients. "We created templates from QuickMats, and we simply change the color and drop in the photos we



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perfect for a child's bedroom. When a sale is drawing to a close, before Baxter adds up the total, she says, "Aren't we forgetting someone? Little 'Emily' needs something for her room, too! It only seems right that she should get something for all her hard work, as a reward for a job well done!" Most parents agree, and Baxter adds another product the sale.

"QuickMats 3 is so easy to use and cost effective for us, we actually make *more* selling it than our higher priced gallery framed portraits," says Baxter. "You'd have a fight on your hands if you tried to take away my QuickMats 3!" ■

For a QuickMats 3 demonstration and downloadable samples, visit www.jhartman.com.

need," DeHaven says. "In minutes, we have sample comps for each senior."

Mark Sterling of Sterling Studio in Wolcott, Conn., offers QM3 mats for family portraits. When he shows clients finished samples, they can't believe how real they look. "They go right up to the portrait, touch it and are so surprised when they don't feel a mat," he says. Clients love it that we can design a mat and choose a texture and color that enhances their portrait. Our basic finish is mounted, retouched and sprayed. The next step up in price done with QM3 has a canvas finish. It's very easy to sell an upgrade to QuickMats because of the unique look."

Sterling finds it easy to use QM3 to custom design mats with multiple openings. "I've been using QuickMats for several years, and it has added thousands of dollars to my bottom line," says Sterling. "I highly recommend it to portrait and wedding photographers who want to offer custom and unique products."

In her senior portrait product line, Cindy Baxter of Studio C Portraits in New Martinsville, W.Va., offers an upgrade to QM3, which also gets clients a wall portrait in the next size up. Baxter also uses a couple of QM3 templates in bonus items for seniors, and they love them. When she added QM3 mats to her themed children's portrait line, sales soared.

Studio C sells QM3 products as add-ons

to portrait packages and as a specially priced bonus for purchases above a certain amount. QuickMats 3 are the "good" products in the studio's line of good, better, and best gallery products. Nine-up image galleries done with QM3 are popular with clients, as are 8x8 images set in a 12x12 QM3 mat, which is



Collin and Conner

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