

Selling and Beyond

For those planning to sell their work, you don't need a degree in business or hire a programmer to have a complete online store. Make it as simple or comprehensive as you want, starting with setting up your own pricelist. You have the option to host a variety of products from different vendors, your own self-fulfilled products, digital downloads, packages and more. We guide you step-by-step on how to set up shop and make it easy for clients to navigate.

Features offered by Zenfolio

The basics of selling

VIDEO: Selling Part 1; Vendor Products (11:03) - <http://bit.ly/1cZoWiL>

- Pricelists
- Featured products

Client access

VIDEO: Client Access (11:29) - <http://bit.ly/1fIMWHJ>

Advanced selling

VIDEO: Selling Part II; Self-Fulfilled Products (9:48) - <http://bit.ly/1bzOzaP>

- Self-fulfilled products

Outside the box sales

Digital Downloads

In this digital age, many customers prefer to purchase a digital download of their photos so they can post them on Facebook or play as a slideshow on their computers. With a Zenfolio Premium account, you can actually sell downloads of your photos and videos, and offer downloads in the same pricelist as your regular print items.

Sitting fees

A benefit of the self-fulfillment option is that you can actually collect payment for a sitting fee or a deposit for a shoot. The customer can add the sitting fee product into their shopping cart just like a regular print, and check out from there. With self-fulfillment, you can opt to have the customer pay your PayPal account directly, or choose to allow them to arrange payment with you in person.

Gallery re-upload fee

Another great way to utilize self-fulfillment is to add a "late fee" product into your price list. You can package this fee in with regular prints, in the event that a customer places an order outside of your preferred order window.

Gift certificate sales

One popular option for the holidays, birthdays, etc. is to create a self-fulfilled product that sells a gift certificate amount.

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Your customers can purchase a gift certificate for a friend (or for themselves to use later), and you can then provide a gift certificate code to use toward future purchases. Gift certificates work just like a gift card or cash.

Additional Videos (available to download as needed)

- Selling Part III: Digital Downloads (10:43) - <http://bit.ly/MvmaHJ>
- Product Template Designs (4:48) - <http://bit.ly/1ndVVkw>

Discussion Questions

1. How do you determine what you are charging for prints and products?
2. Does anyone choose to self-fulfill all of his or her orders? Why did you go this route or why not?
3. Does anyone offer gift certificates as a product for people to purchase as gifts? Has this helped to grow your client base? For those who have not gone this route, do you think it would help you?