



**Enhance your  
professional image,  
and level up your  
photography  
business**

# CHASITY HUTTON PHOTOGRAPHY

**CSN Alumni - Commercial Photography**

**Professional Product Photographer**

**Regular Artist at First Friday Art Festival**











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Fine art examples that I display at Art Festivals







## The Photographer's Dilemma



**“You have the talent. But do you have the presence?”**

- **Do you have a logo or a website?**
- **Can you accept credit card payments?**
- **Are you only delivering photos in zip folders, email, Flash drive, Dropbox, or Google Drive?**

**Start using these tools available to you for free, or minimal cost!**



# **Branding & Web Presence**



# Logos

PHOTO'LOGO®

[photologo.co](https://photologo.co) Custom, creative, inexpensive

## GET YOUR OWN CUSTOM SIGNATURE LOGO

Made with ❤️ by a Calligrapher.

**\$39** ~~\$98~~

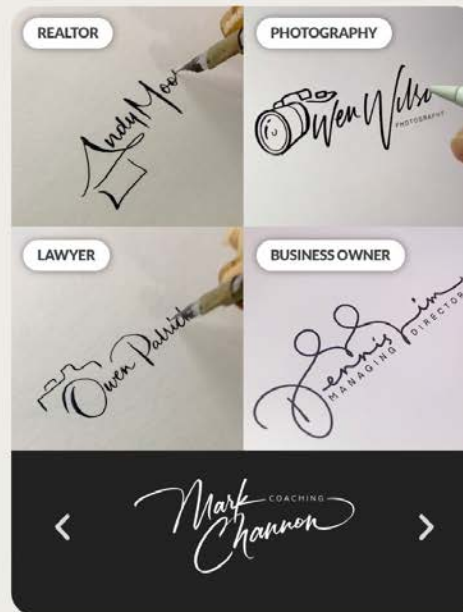


"My signature gave me unshakeable confidence  
in myself as a professional"

*Nathan Channon*



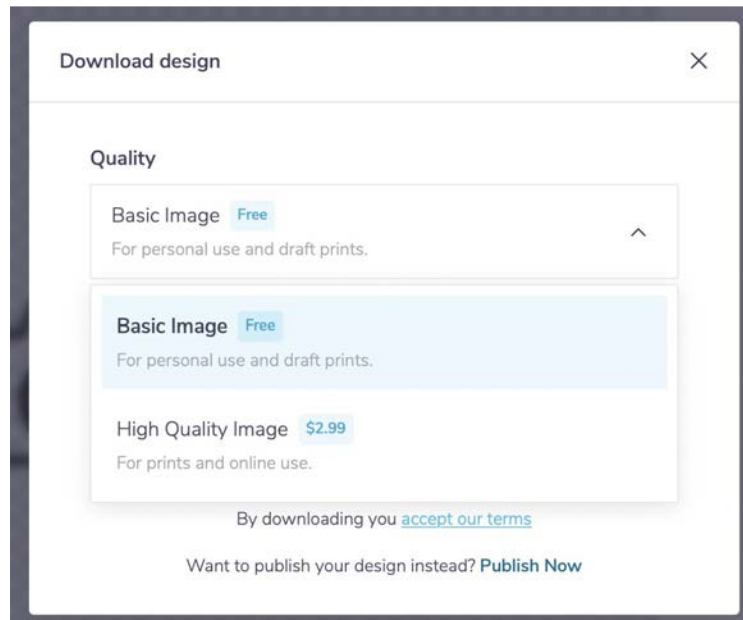
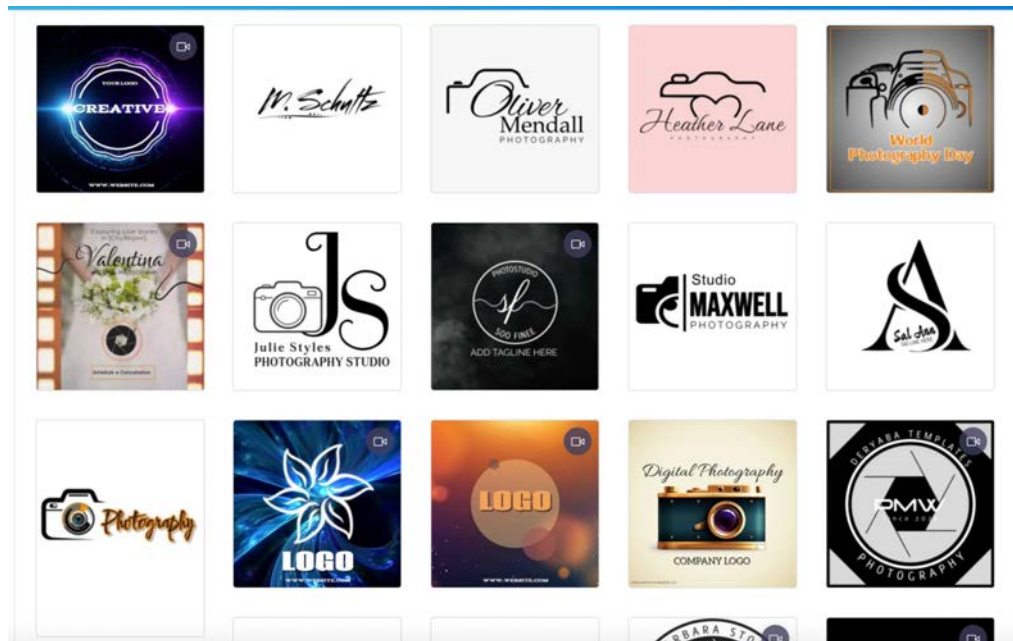
★ Trustpilot



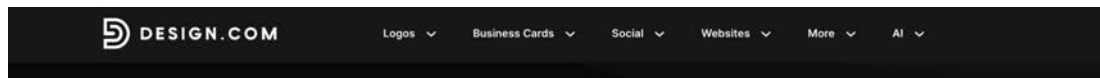
# Logo's



Easy to use, free.



# Logos



Business name

Chasity hutton photography

Keywords

photography

## Filters

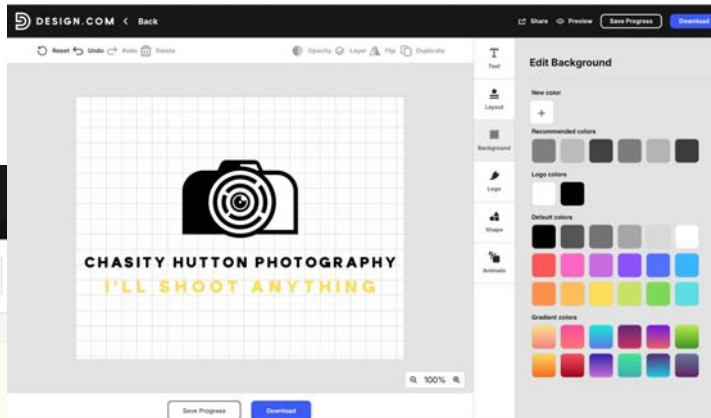
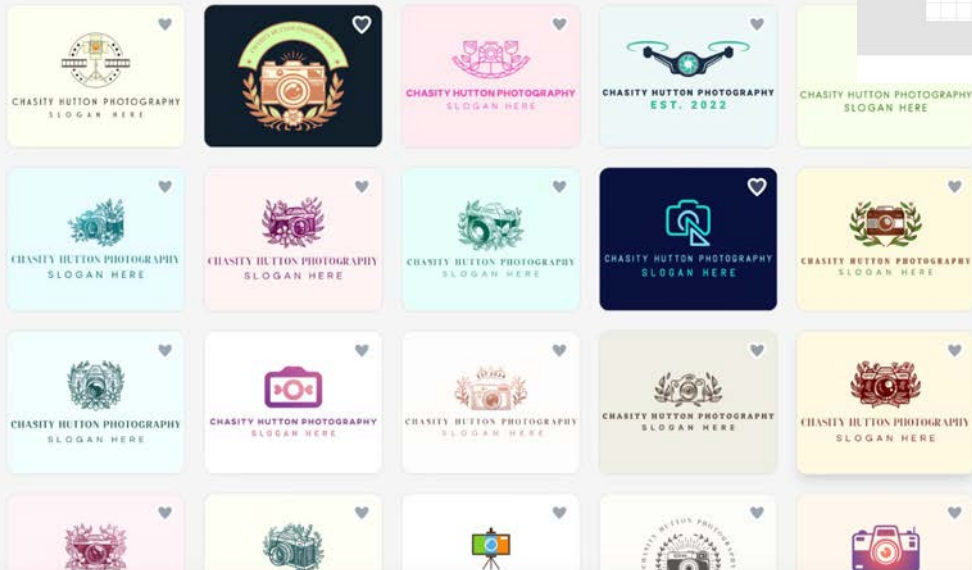
Clear All

### Logo Styles

- ☐ Abstract
- ☐ Mascot
- ☐ Emblem
- ☐ Corporate
- ☐ Wordmark
- ☐ Vintage
- ☐ Classic

### Color

- ☐ Grayscale
- ☐ Blue
- ☐ Purple
- ☐ Pink
- ☐ Red
- ☐ Orange

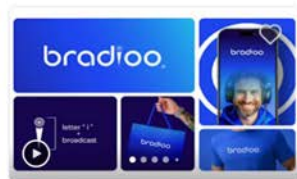




# Logos

**fiverr.**

Affordable, fast, versatile! Or design your own..



**Mira Studio** Fiverr's Choice  
I will do modern minimalist business logo design with full branding kit  
★ 4.8 (394)  
From \$50



**Ammi** Level 2 ♦♦  
I will design logo and brand identity for your business and company  
★ 4.8 (99)  
From \$20



**Bhavik C** Top Rated ♦♦♦  
I will do 3 modern minimalist logo design for your business  
★ 4.8 (1k+)  
From \$45  
☐ Offers video consultations



**Ovey** Level 2 ♦♦  
I will edit, vectorize, redesign, create, update, your logo in 24 hours  
★ 4.8 (1k+)  
From \$20  
☐ Offers video consultations



**Anto Fant** Vetted Pro  
I will create a stunning logo for your company



**Alpa** Vetted Pro  
I will design a creative minimalist logo



**Abhi C** Top Rated ♦♦♦  
I will do modern line art text or badge logo design



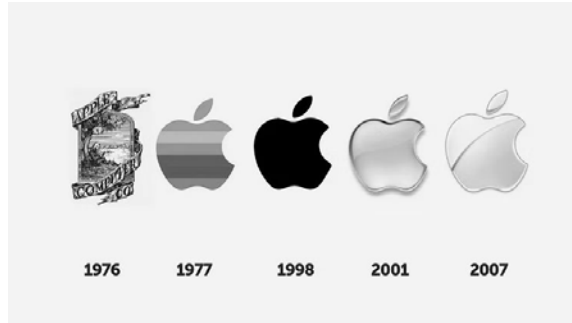
**Aixolit Prod.** Top Rated ♦♦♦  
I will do 2 modern minimalist business logo design with copyrights



I used fiverr for this video intro, received it in 24 hours and paid \$37



Don't forget,  
It's ok to re-brand!





A dark, moody photograph of a workspace. In the center, a laptop is open, displaying a website with a grid layout. To the left of the laptop, a pair of glasses rests on a surface. Below the glasses, a hand is visible, typing on the laptop keyboard. The background is filled with various papers, including one with a grid pattern and another with a spiral binding. The overall lighting is dim, creating a professional and focused atmosphere.

# Websites

# Traditional Websites

**WIX**

 **SQUARESPACE**

 **GoDaddy**

- Easy to use templates, design it yourself
- Start for free
- Only pay if you want your own domain name
- Consider your needs; is this portfolio only or do you need storage or a storefront?

<https://www.chasityhutton.com/>

# Consider:


- Some online gallery platforms may have a built in website feature, but it may be an additional fee.
- Compare fees of “All in one” sites, it may be worth a premium plan instead of using multiple sites for each need.
- What important integrations do you need?






## INTEGRATIONS

# Dozens of Gallery Partners. Endless Possibilities.




# WHCC Examples

PhotoL... dance, and event photography. Your total workflow, marketing, e-commerce and marketplace solution.




**Pixieset**

Beautiful client photo gallery designed for professional photographers to host, share, deliver, proof and sell online.




**Shopify**

Integrate WHCC with Shopify to sell prints and printed products from your storefront.




**Pass**

Pass is your print sales business partner. We'll show you how to maximize print profits on every session. Learn more about the new...




**SmugMug**

Whether you want a photo website that sells prints, secure client galleries or just need unlimited storage, let us be your all-in-one...




**ShootProof**

Stunning online client photo gallery, photography client management tools, commission-free sales and so much more...




**Pic-Time**

Pic-Time's platform offers the finest online gallery space. Elevate your photos with a built-in print store, powerful marketing...




**CloudSpot**

The easiest way to manage your entire photography business! Share beautiful photo galleries, sell prints & products, effortlessly...




**Instaproofs**

Our client photo galleries for professional photographers are complimented by our digital contracts, online invoicing, automat...




**PhotoDeck**

PhotoDeck® is a flexible and easy-to-use platform to present, distribute and sell images and videos, designed for...




**PhotoShelter**

PhotoShelter is the leading DAM platform for Brands, Organizations and Photographers to effortlessly manage, collaborate and share...




**Sprout Studio**

Sprout Studio is an all-in-one app to help you run your photography business, including a CRM, studio management system, galleries...




**Imagely**

Imagely offers the photography tools you need to get a full eCommerce, photo-focused website up and running on WordPress in les...




**Proofpix**

Create private client galleries and sell your photos with our service for high-volume professional photographers.




**Pixpa**

The easy, affordable way to create your professional portfolio website, store, blog and client galleries. No coding needed.



**Picello**

Picello is the ultimate studio management software for photographers. Schedule clients, manage galleries, proof images,...



**Lightroom**

Nondestructive edits, sliders and filters make better photos online-simply. Integrated AI organization helps you manage and share...

# Integrations

## Integrated Partners to streamline your business

Order and sell WHCC products and services directly through one of our dozen integrated partners. These online sales solutions offer various products and features—explore the complete list and their offerings to get started.

[Explore & Compare Partners](#)

## WHCC Examples

PIXIESET

 CloudSpot

 ShootProof

 SmugMug

 PIC-TIME

 *shopify*

 PASS

 IMAGELY

INSTAPROOFS

 pixpa

 PhotoShelter

 PhotoDeck

 PhotoDay®

 proofpix

 Sprout Studio

 & More



# **Online Galleries & Client Delivery**

PIXIEST

SmugMug 

zenfolio

 CloudSpot

- **Start for free**
- **Photo storage**
- **Client galleries, studio manager, appointments, sell prints**
- **Integrations**
- **Some offer Mobile Apps**



## Beautiful Client Photo Galleries

The better way for modern photographers to share, deliver, proof and sell online.

GET STARTED



# Pixieset Example

## Dashboard

### PRODUCTS



#### Client Gallery

- Manage Collections
- Create Collection
- View Homepage
- Settings



#### Website

- Edit Website



#### Store

- View Orders
- Settings



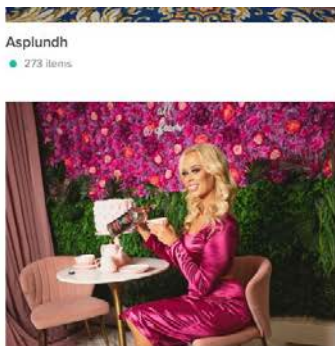
#### Studio Manager

- Manage Contacts
- New Project
- New Document
- New Session
- New Message
- View Payments



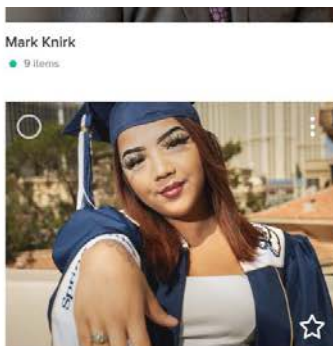
#### Mobile Gallery App

- Manage Apps
- Create New App
- Settings



Asplundh

273 items



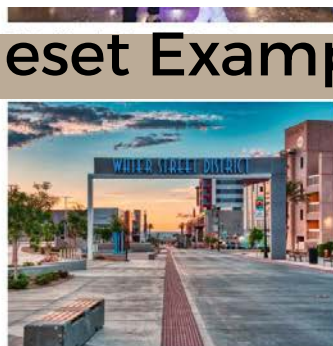
Mark Knirk

9 items



Joanna & Andrew

66 items



Water Street District

17 items



JAK ORION

14 items



Taylor Senior Photos

20 items



Dave & Joyce

17 items • Apr 25, 2022



AmericAN Bar

13 items



PKWY TAVERN



PKWY TAVERN



PKWY TAVERN



PKWY TAVERN

# Pixieset Example



## Taylor Senior Photos

Add event date

PUBLISHED ▾



### DESIGN



Cover



Typography



Color



Grid

### Cover

Cover Photo Focal



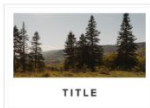
Center



Left



Novel



Vintage



Frame



Stripe



Divider



Journal



Stamp



Outline

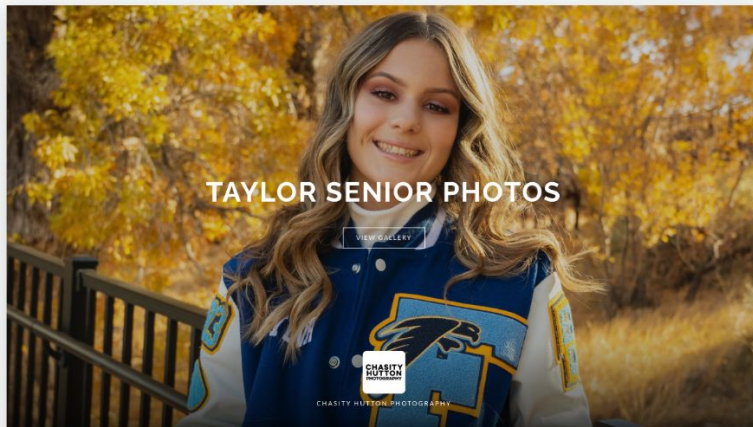


# Pixieset Example

More

Preview

Share



TAYLOR SENIOR PHOTOS  
CHARITY HUTTON PHOTOGRAPHY







# Pixieset Example

Taylor Senior Photos

Add event date

PUBLISHED





SETTINGS

General

Privacy

Download

Favorite

Store

Download Settings

General Settings

Advanced Settings

Photo Download

On

Allow visitors to download photos in your gallery

Additional options

Photo Download Sizes

High Resolution

Original

3600px

Web Size

2048px

1024px

640px

Allow photos to be downloaded in select sizes. [Learn more](#)

Video Download

Off

Allow videos to be downloaded for offline viewing. [Learn more](#)

Download PIN


Off


Require visitors to enter a 4-digit PIN to download photos and videos.

Taylor Senior Photos

Add event date

PUBLISHED





SETTINGS

General

Privacy

Download

Favorite

Store

Store Settings

Legacy Price Sheet

You are using a legacy price sheet that does not support the latest features and products. Create a new Price Sheet to upgrade to the next generation Store system. [Learn more](#)

Store Status

On

Allow visitors to purchase products for photos from this collection.

Price Sheet

WEDDING, SENIORS, FAMILY

WEDDING, SENIORS, FAMILY

Photobooth Prints

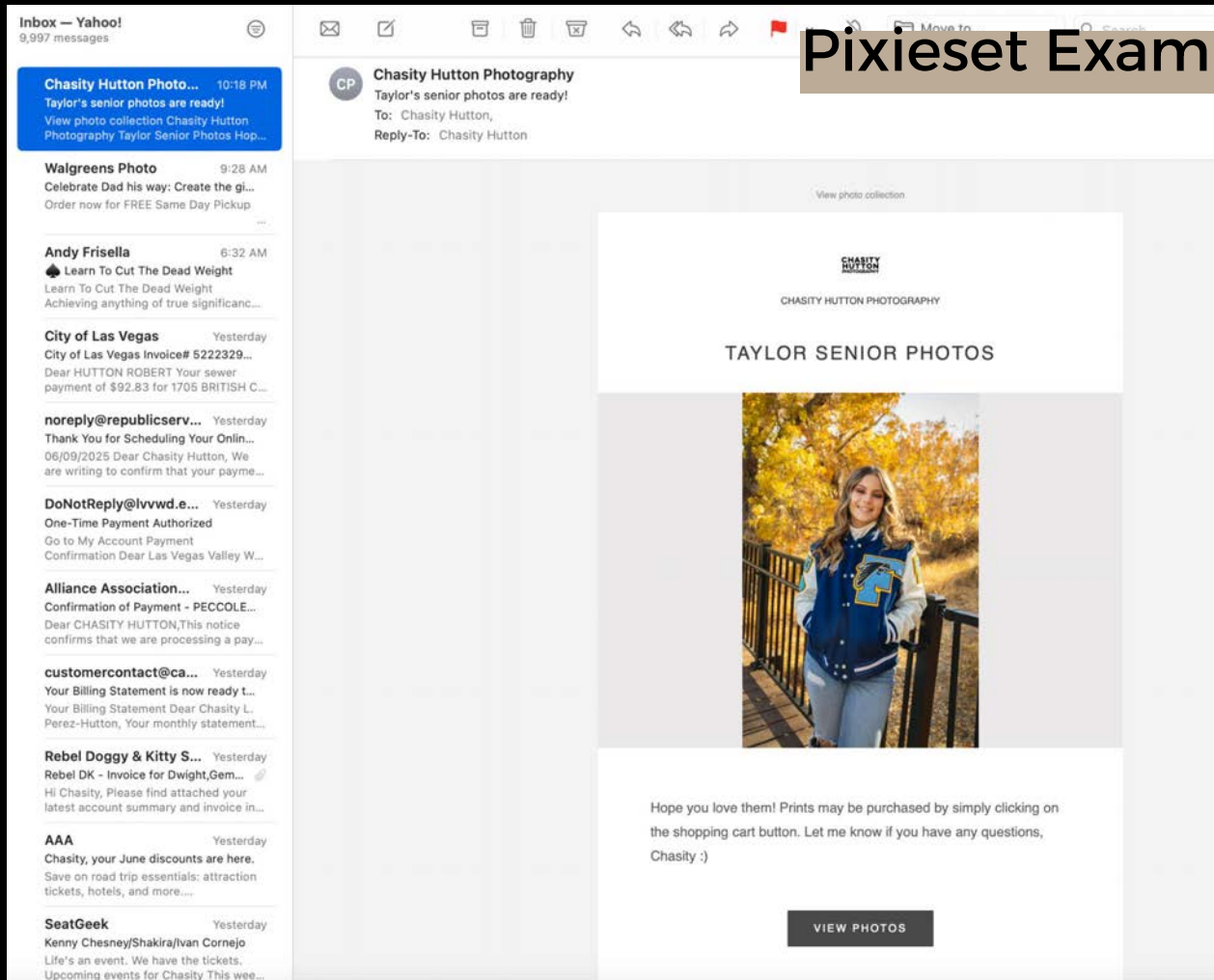
Float Frame Canvas

WHCC Lab-Fulfill

ProDPI Lab-Fulfill

Miller's Lab-Fulfill

# What your client sees








## Pixieset Example

Start with free, pick a plan later.

All our products come with a free plan and flexible premium plans that scale with your business.

# Pixieset Example


 Client Gallery  Website  Studio Manager  Suite (all apps) Up to 37% OFF

	Free	Basic	Plus	MOST POPULAR Pro	Ultimate	The Suite (all apps)
	\$0 /mo Billed never	\$8 /mo Billed annually or \$10 monthly	\$16 /mo Billed annually or \$20 monthly	\$24 /mo Billed annually or \$30 monthly	\$40 /mo Billed annually or \$50 monthly	From \$28/month Up to 37% OFF
CLIENT GALLERY						
Photo storage	3GB 1,000+ photos	10GB 3,000+ photos	100GB 30,000+ photos	1,000GB 300,000+ photos	Unlimited A lot of photos	The Suite plan includes all our apps in one package at a great price.
Video support	—	30 mins Up to HD	1 hour Up to HD	2 hours Up to 4K	5 hours Up to 4K	
Unlimited galleries	✓	✓	✓	✓	✓	
Connect your domain	—	✓	✓	✓	✓	
Remove Pixieset branding	—	✓	✓	✓	✓	
Add custom logo & branding	—	✓	✓	✓	✓	
RAW photo support	—	—	—	✓	✓	
*Up to 1,000GB of RAW photo uploads						
STORE						
Commission fee	15%	Commission-free	Commission-free	Commission-free	Commission-free	
Integrated gallery storefront	✓	✓	✓	✓	✓	
Accept online payment	✓	✓	✓	✓	✓	
Automatic Fulfillment	✓	✓	✓	✓	✓	

A dark, moody photograph of a workspace. In the center, a laptop is open, its screen displaying a faint, sketchy image of a room interior. To the left of the laptop, a pair of glasses rests on a surface. In the foreground, a hand is visible, typing on the laptop's keyboard. The background is filled with various papers, some with grid patterns, and other desk items, all rendered in a dark, low-key style. Overlaid on the center of the image is the text "Set your workflow" in a bold, white, sans-serif font.

**Set your workflow**

# Standardize your workflow and become more confident!

- Introductions/Client briefing
  - (Try creating and using jotforms, google forms) [form example](#)  Jotform
- Explain your process and pricing, if it's set up in your website, provide the link
- Pre production/planning/location scouting
- In-person consultations (fee?)
- Booking, deposits, contracts
- Extra fees? Studio fee? Costume rentals? Makeup?
- Proof delivery (Contact sheet? Online gallery? Video? Small proofs?)
- final edited images, prints or online gallery/delivery time
- Share inspiration page, give ideas of products [\(\[acuratedhome.com\]\(https://www.acuratedhome.com\)\)](https://www.acuratedhome.com)





# **Modern Business Cards**

# “Tap” Digital Cards

## How it works

1



### Set up your dot.Profile

Personalize the look of your digital business card. Add all of your contact information.

2



### Activate your dot.device

Setting up your dot.device is made simple so you can get to connecting faster than ever before.

3



### Ready to Network

With a single tap you'll be able to transfer your dot.Profile and begin connecting with style.



Easy, free,  
limited version

Upgrade  
available

Welcome to your cards page!



+ New Card

Or create a new card  
from scratch!

# QR Codes

## Create your QR Code

### Website

[Bulk Create from CSV](#)

Create this QR Code type to link to your website, any Google URL or document, your social media profile or any other page on the web. You can customize and download your QR Code in the next steps.

CREATE

0/1500

or select from more Dynamic Code types



### vCard Plus

Share personalized contact details



### PDF

Link to a mobile-optimized PDF



### Social Media

Link to your social media channels



### Instagram

Link to your Instagram business page



### Images

Show a series of photos



### App

View your app on various App Stores



Please choose one to  
view a page preview





# Merchant Processing



## ● Square

### Features:

- Free point-of-sale (POS) system.
- No monthly fee (transaction fee of 2.6% + 10¢ per swipe).
- Easy to use, with options for online and in-person payments.
- Mobile app for payments.
- Invoicing and online booking options.

### Pros:

- Simple setup.
- No long-term contract.
- Excellent for mobile payments.

### Cons:

- Fees can be slightly higher for online transactions.



## ● **Paypal**

### **Features:**

- **Easy to integrate on websites.**
- **Invoice creation and online payments.**
- **No monthly fee, but a 2.9% + 30¢ fee per transaction (for domestic payments).**
- **International payments available (with additional fees).**

### **Pros:**

- **Fast processing.**
- **Trusted platform with buyer and seller protection.**
- **Supports recurring payments (great for photography packages).**

### **Cons:**

- **Fees can be high for international payments.**
- **Account freezes (though rare) can be a concern.**

## ● **Stripe**

### **Features:**

- **Seamless integration with websites.**
- **Subscription billing (ideal for photographers with clients who sign up for recurring services).**
- **No setup fee.**
- **Transaction fees are 2.9% + 30¢ (similar to PayPal).**

### **Pros:**

- **Developer-friendly (great for custom websites or advanced features).**
- **Powerful API and integrations with third-party tools.**

### **Cons:**

- **Requires a website or platform to integrate with.**
- **More suited for tech-savvy users.**

A dark, moody photograph of a workspace. In the center, a laptop is open, displaying a website with a grid of images. To the left of the laptop, a pair of glasses rests on a surface. A hand is visible in the lower left, typing on the laptop's keyboard. The background is dark and out of focus, showing some papers and a desk lamp. The overall tone is professional and creative.

# Photo Labs



whcc



bayphoto

Shutterfly

ShootProof [ ]

mpix



MILLER'S  
PROFESSIONAL IMAGING

# Photo Labs

This is the difference maker!

## Consider:

- Ease of ordering
- Quality & hardware
- Color/calibration
- Production time
- Shipping time/cost/drop shipping
- Packaging



# Ease of Ordering

- Online ordering
- Ordering Software (Roes)
- Apps (Studio)
- Integrations/Client direct
- Payment Links

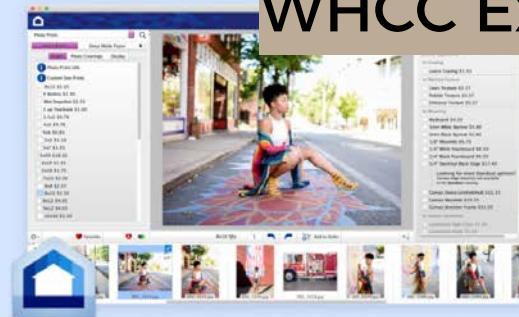
# WHCC Examples

## ROES Ordering

A free desktop ordering application to access a majority of WHCC products and services.

- Optimized for previewing and cropping print-ready images and designs
- Additional tools such as Photoshop are needed for design-focused products using our [sizing templates](#)
- Compatible with both Mac and Windows

[Download ROES](#)



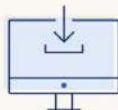
## ROES Resources & Support



### ROES Ordering Basics

Learn how to get started with ordering via ROES, navigate the app, and place an order.

[Watch Demo Video →](#)



### How to Install ROES

Step-by-step guide for installing WHCC ROES for the first time on both Windows and Mac machines.

[View Help Article →](#)



### ROES Troubleshooting

Running into issues with WHCC ROES not working as expected? Try our top troubleshooting tips and reinstall guide.

[View Help Article →](#)



### Accepted File Types

Learn the basics of preparing your print files for ordering at WHCC.

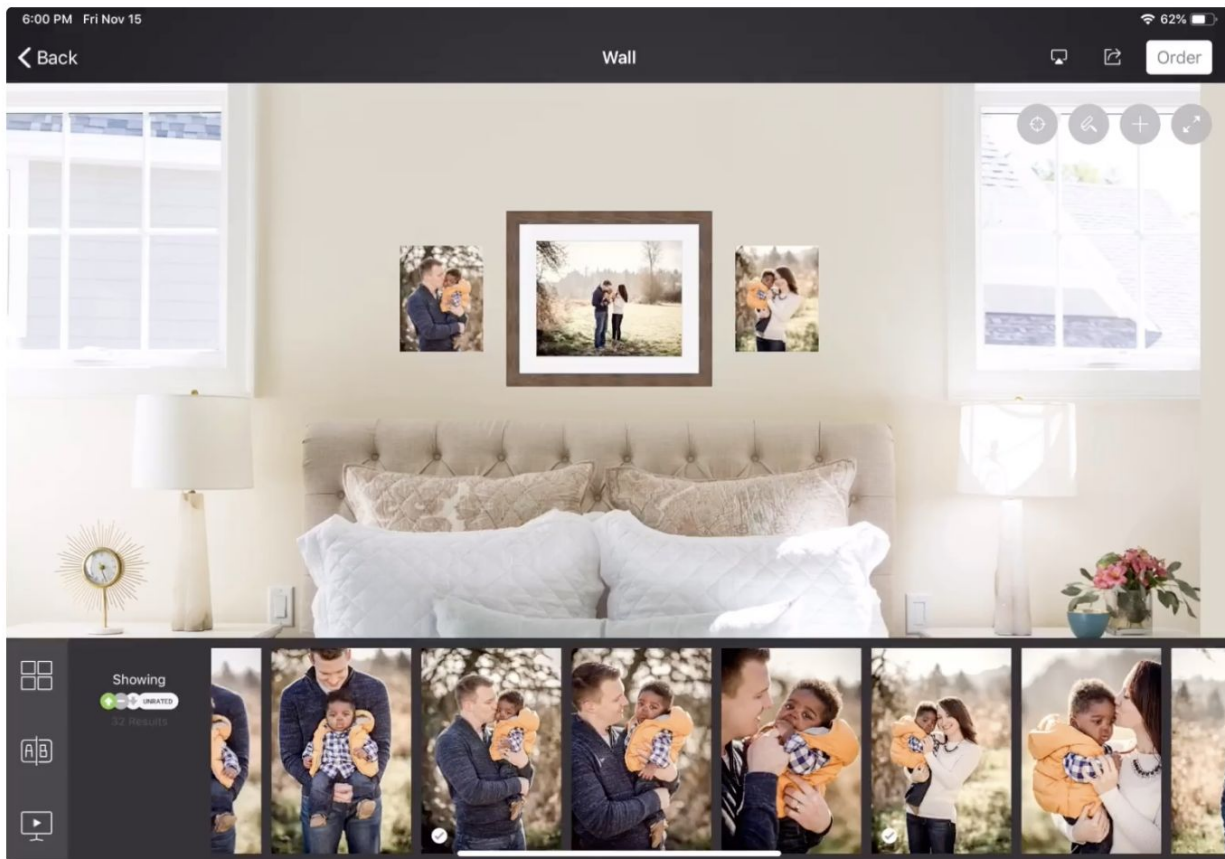
[View Help Article →](#)



## Studio App

### Create Memorable Sales Sessions

WHCC Studio for iPad is a free app designed to elevate your sales process. Slideshows, image rating & comparison, and custom wall collage designing help you deliver both a product and an experience.





 BUY PHOTO

# WHCC Examples



 BUY PHOTO ×

## ADD TO CART



Select a print size below to see how your photo will be cropped.

PRINTS CANVAS METAL PRINTS MOUNTED PRINTS

PRINTS	PRICE	QUANTITY
8 x 10 Print	\$9.00	— 0 +
11 x 14 Print	\$18.00	— 0 +
8 x 12 Print	\$16.00	— 0 +
8 Up Wallet	\$9.00	— 0 +
4 x 6 Print	\$3.00	— 0 +
5 x 7 Print	\$5.00	— 0 +
16 x 20 Print	\$58.00	— 0 +
16 x 24 Print	\$85.00	— 0 +

KEEP SHOPPING

VIEW CART



# Bayphoto Example

## Sports & School Events

### SPORTS & EVENTS PLUS



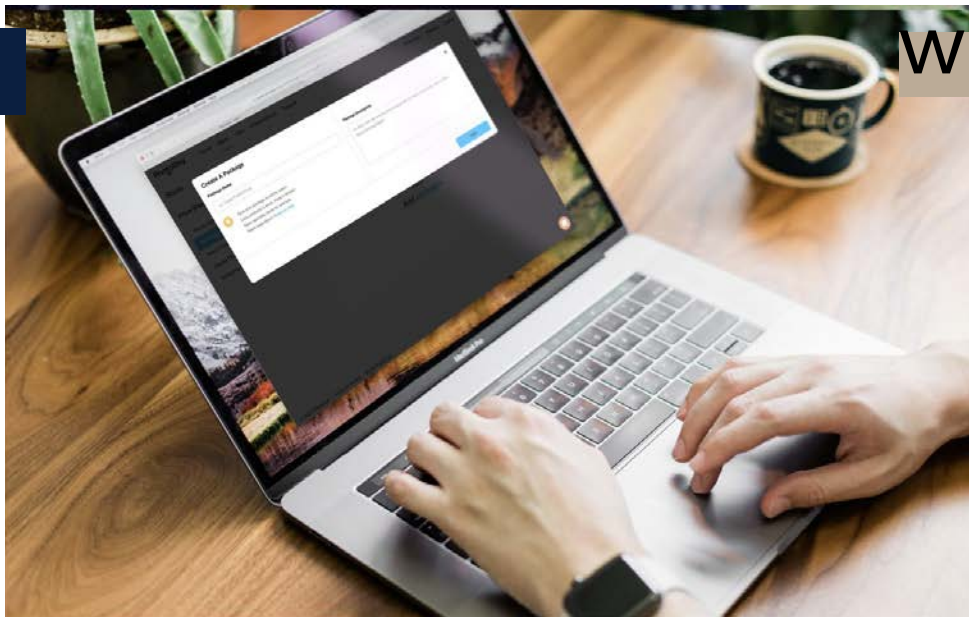
### SPORTS & EVENTS ONLINE







Sports + Events



# WHCC Examples

Set up is quick, so you'll be up and running in no time.

## Everything you need for a streamlined workflow



Focus on photography, not organizing lines and handling forms



Parents can view images and place orders anytime, anywhere with their mobile device.



Order fulfillment made easy. Saving you time and money.

Don't have an account yet?

[SIGN UP NOW](#)

## PICTURE DAY

### Do what you do best

PhotoDay streamlines and simplifies picture day from start to finish, so you can spend more time doing what you love.

Save precious time & money with features like AdvancePay, FaceFind, sales tax remittance, subject data matching, & so much more.







Sports + Events

#### ORDERING MADE EASY

### Parents can shop on their own time

Say goodbye to paper order forms and hello to simple, online ordering.

Mobile-friendly online galleries & e-commerce storefronts make shopping a breeze. Plus, customers get to see their photos before picking poses & customizing products.

## WHCC Examples



#### LIVE PREVIEW

### Customize & preview personalized products before ordering

Your customers can see a live preview of their final product as they customize text, themes, & even backgrounds—helping boost your sales.


# WHCC Examples

### Create Payment Link

**Name**

**Price**

[Create Link](#)



**Deer Half Dome**

\$395.00 [Buy Now](#)

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Float Frame

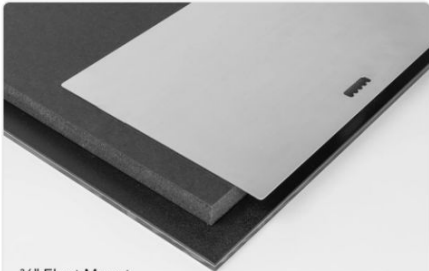
Size 16x24  
Moulding Wood Walnut Frame  
Surface Aquarelle Rag Fine Art Print  
Backing Wire Wall Hanger

# Quality & Hardware

- Archival quality, needs?
- Color calibration/consistency
- Hardware type/or lack thereof?

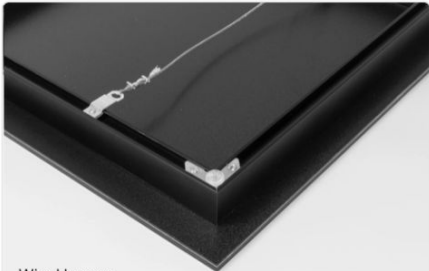
Hanging & Display Options

Add one of our easy hanging hardware options to enhance the look of your Acrylic Prints.




3/4" Float Mount

Float Mount + MORE




Wire Hanger

Inset Metal Frame + MORE




Inset Metal Frame with Cleat

+ MORE




White Frame

+ MORE



Black Frame

+ MORE



3/4 Aluminum

Stand-off Metal Posts + MORE

**Get free prints & test  
color calibration when  
you join WHCC**



To [become a client](#) fill out the short questionnaire. Your account is opened, and you will receive an email that contains a link to submit up to five 8×10" test files. We will print your files and ship the test prints back to you – all at no charge. The test prints are a great way to test your monitor calibration and view our printing quality.








# Shipping & Production

- Some labs offer free shipping
- Use a trusted lab that packs carefully
- Some labs offer drop shipping
- Premium packaging makes a splash!

# Costco members get 50% off and free shipping!

## Shutterfly Example

 Search


 Hi, chasity  Projects (42)  Photos  Ca


[Photo Books](#) [Cards & Stationery](#) [Gifts](#) [Wall Art](#) [Prints](#) [Calendars](#) [Wedding](#) [Graduation](#) [Deals](#) [Tinyprints](#)


[Home > Wall Art](#)


Wall Art [My saved prc](#)


50% Off Orders \$49+ or 40% Off Orders \$29+  
Code: SAVE50 • [Details](#)


  
Canvas Prints

  
Framed Prints

  
Metal Prints

  
Photo Tiles

  
Mounted Prints

  
Art P



Premium Packaging, an easy way to stand out..



## WHCC Examples



A dark, moody photograph of a workspace. In the center, a laptop is open, its screen displaying a faint, sketchy image of a room interior. To the left of the laptop, a pair of glasses rests on a surface. In the foreground, a hand is visible, typing on the laptop's keyboard. The background is filled with various papers, some with charts and graphs, and a pen lies on the desk. The overall atmosphere is professional and focused.

# Marketing Tools

# WHCC Example

## Album & Book Samples

Order a Sample at 25% off

Having a physical sample can be one of the best sales tools. Each order will receive a foil-stamped "Sample" on the inside cover. Create your sample online through the designer or order directly through ROES.

[Learn More](#)



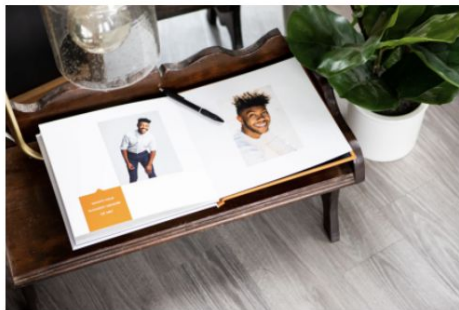
# WHCC Examples



## METAL PRINTS

20% off Metal Prints

*Sale ended 11:59 pm CDT on April 1st*



## LAYFLAT BOOKS

40% Off Sample Layflat Books

*Sale ended 11:59 pm CDT on March 10th*



## HARDCOVER BOOKS

40% Off Sample Hardcover Books

*Sale ended 11:59 pm CDT on March 10th*



## SOFTCOVER BOOKS

20% Off Sample Softcover Books

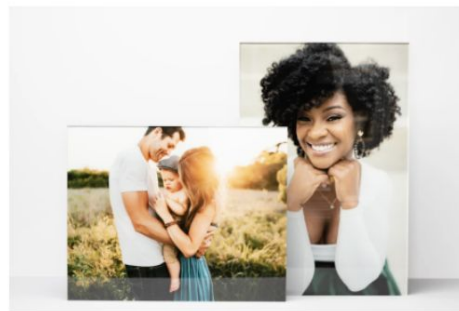
*Sale ended 11:59 pm CDT on March 10th*



## GALLERY WRAPS

20% Off Gallery Wraps

*Sale ended 11:59 pm CDT on March 25th*



## ACRYLIC PRINTS

15% Off Acrylic Prints

*Sale ended 11:59 pm CDT on March 18th*

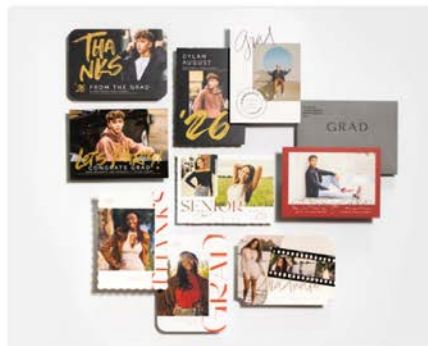


# WHCC Examples

## Sample Kits

Check them out at the sample table located here tonight.

- Seniors
- Holiday
- Baby
- Wedding
- Marketing
- Press Paper
- Frames
- Cover Materials



Senior Press Sample Set

[Add to Cart](#)

\$2.50 + shipping



Holiday Press Sample Set

[Add to Cart](#)

\$2.50 + shipping



Marketing Press Sample Set

[Add to Cart](#)

\$2.50 + shipping



Baby Press Sample Set

[Add to Cart](#)

\$2.50 + shipping



Wedding Press Sample Set

[Add to Cart](#)

\$2.50 + shipping



Press Paper Sample Set

[Add to Cart](#)

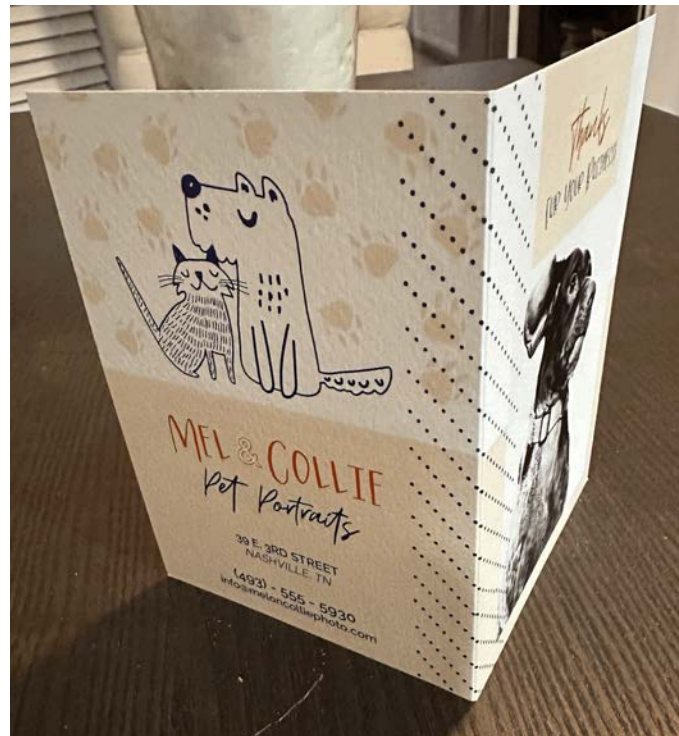
\$2.50 + shipping



The background is a dark, low-key photograph of a workspace. A laptop is open in the center, its screen displaying a faint, sketchy image of an interior space with a lamp and some furniture. To the left of the laptop, a pair of glasses rests on a surface. In the foreground, a hand is visible, typing on the laptop's keyboard. Various papers and documents are scattered around the laptop, some showing faint patterns or text. The overall atmosphere is professional and creative, with a focus on branding and design.

**Showcase your brand!**

## Marketing Cards



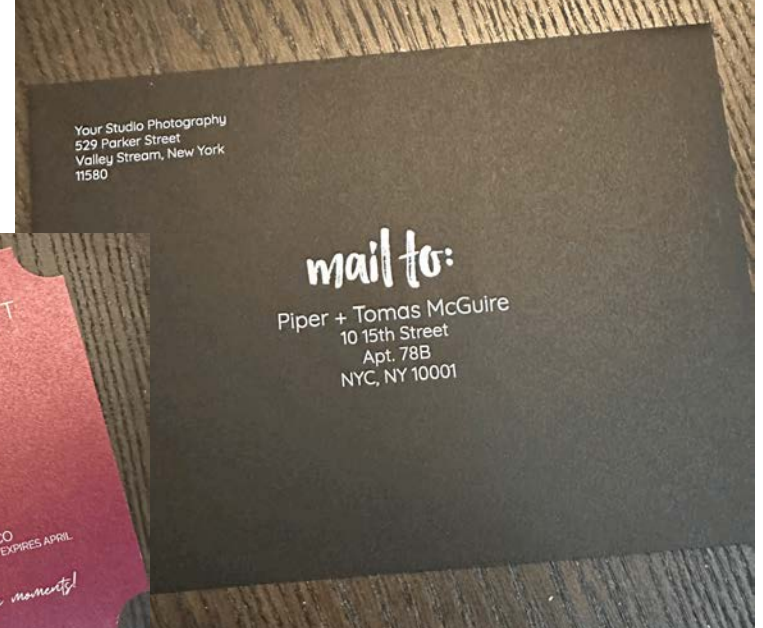
# WHCC Examples





# Press printed cards & envelopes

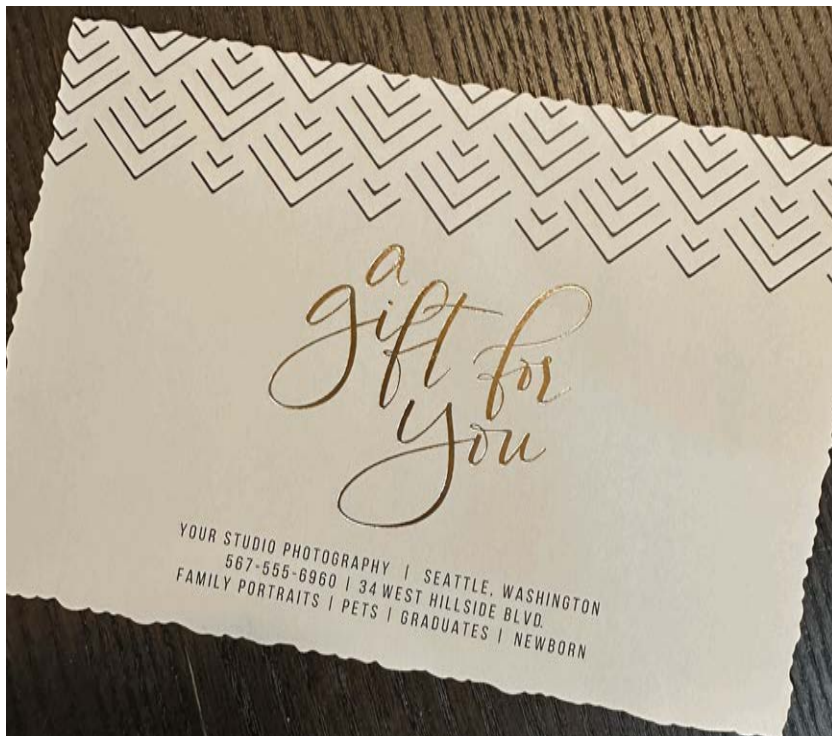
## WHCC Examples



## Tri-fold Cards



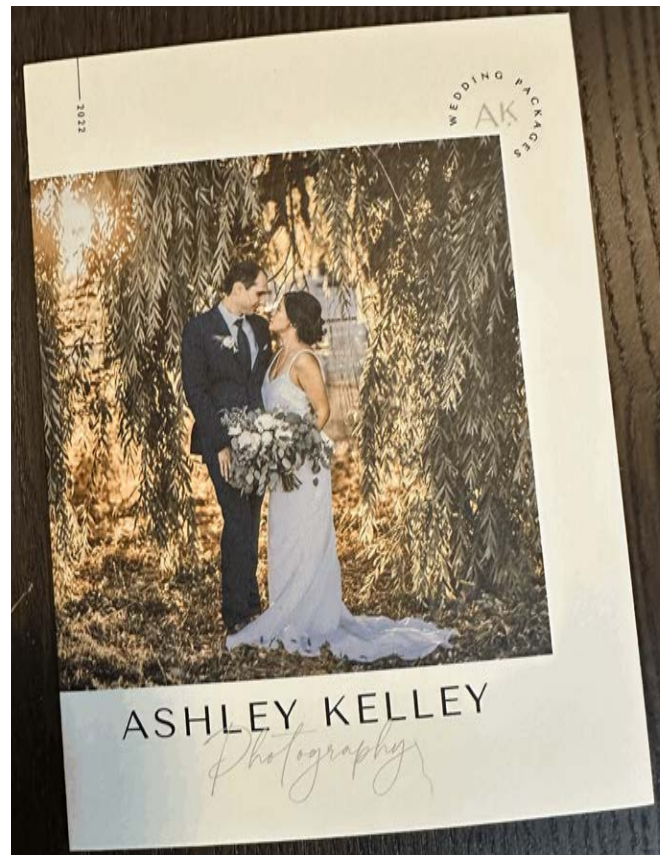
## Gift Cards





# Pricing cards

## WHCC Examples





# Marketing Cards

## WHCC Examples



# Attend photography events to view products & get freebies!



# Enter your name in the raffle to win an Acrylic Block or a 20"x30" Wall Display from WHCC!



Sponsored by:

