

# **PRICING MADE EASY**

*Albums, Wall Art and Prints*

Pricing albums, wall art and prints is difficult. When we go into a supermarket we know about how much a gallon on milk will be. But pricing photography is a lot like pricing wine. There is a minimum you must charge to stay in business, but from there, the sky is the limit.

This interactive PDF is made with the principles of decades of experience in the photographic industry and complies with all industry research, including Professional Photographers of America.

**JUST ENTER IN YOUR ANSWERS  
AND HIT CALCULATE**

*Legal disclaimer - these are estimates based on current data. Numbers will vary depending on where you live and current tax rates and codes. Product pricing is based on "minimum profitable prices" and are not necessarily prices you should charge.*

# REVENUE AND INCOME

*Income does not equal revenue. On average how much do you get to keep as a small business? Professional Photographers of America estimates the following for home based and retail studios. Put in how much income you would like, and we'll calculate the needed revenue for that.*

Desired income:

CALCULATE

Revenue Needed for a Home Based Studio:

Revenue Needed for a Retail Based Studio:

# WHERE IS THAT COMING FROM?

*Estimate how much you need to make per wedding and per portrait to generate that much revenue.*

Total Revenue:

Number of Weddings:

Number of Portraits:

Percent of Revenue from Portraits:

Percent of Revenue from Weddings:

Revenue from Weddings:

\$

Revenue from Portraits:

\$

**CALCULATE**

*If those numbers are higher than you currently charge per wedding and per portrait sitting, then we know how much on average you need to make in product upsells with albums and wall art.*

*Put in your base wedding average and your portrait sitting price and the calculator will give you how much you need to upsell after the fact.*

Average Wedding Package:

Average Portrait Sitting:

Revenue Needed Per Wedding:

Revenue Needed Per Portrait:

**CALCULATE**

Album Sales Needed Per Wedding:

Wall Art & Print Sales Needed Per Portrait::

*So now you know how much you need to make after the wedding (most likely from the album) and after the portrait shoot (most likely from wall art), let's figure out the pricing.*

# PRICING AN ALBUM

This will help you calculate the base price and either the per page or per photo pricing. You can go up from here, but not down.

<b>Base Album Price</b>	
<b>Base # of Pages</b>	
<b>Average Number of Photos on a Page</b> <i>(2.5 is a good average for weddings and 1.5 for portraits)</i>	
<b>Time to Design a Base Album</b>	
<b>Time to Retouch Photos in Album</b>	
<b>Time Spent with Clients Reviewing and Making Changes</b>	
<b>Time Spent Ordering and Delivering the Album</b>	
<b>Base Cost for 1 Hour of Work</b> <i>(Start with \$25*)</i>	

\*All times in minutes

**CALCULATE**

Album Price:

\$

Extra Page Price:

\$

Extra Photo Price:

\$

\*This is taking into account an average wage of \$15/hour and adding on taxes and business expenses.

# SINGLE CANVAS OR PRINT

Cost of Item	
Time Spent Retouching Photo	
Time Spent Ordering and Delivering	
Hourly Studio Cost	

Total

CALCULATE

*\*All times in minutes*

*Now, let's calculate the cost of a wall cluster. Fundamentally the cost is similar, but you save time in retouching and ordering since you are doing them all at once.*

Total Cost of Wall Art	
Time Spent Retouching All Photos	
Time Spent Ordering and Delivering	
Hourly Studio Cost	

Total

CALCULATE

*\*All times in minutes*



And now you have your minimum profitable price. From there, the price really is what your market will bear. Many photographers are right on this line and many are far above it.

To increase your profits, you can charge higher or you can work on decreasing your production cost. That's why, at Fundy Software, we concentrate on speed and additional functionality, like skin retouching built right in. Whether designing an album, creating wall collections or running client sales sessions, we strive for your success.

*Give the Fundy Suite a try  
right here with our*

**FREE TRIAL**