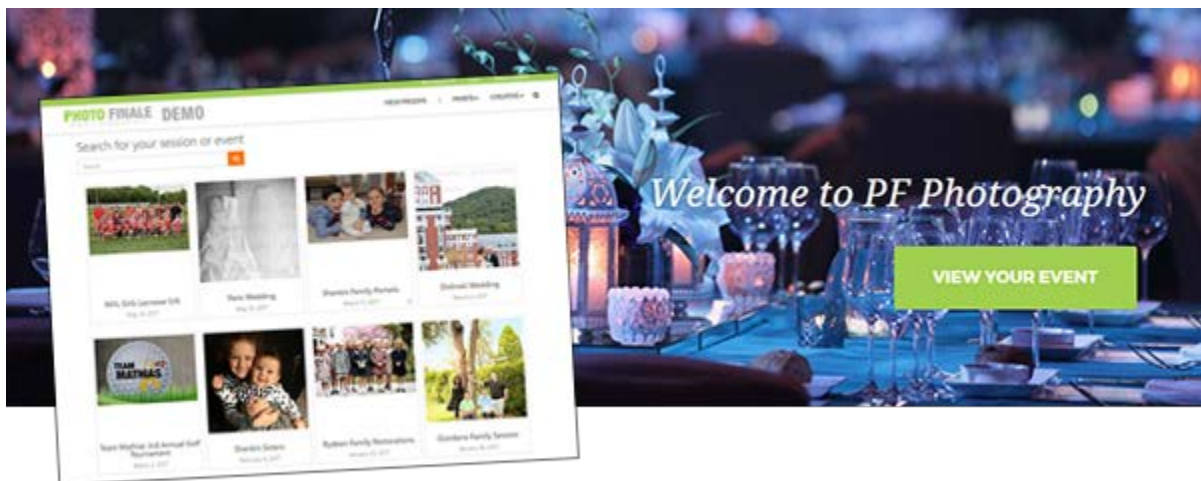# Signing a New Proofing Gallery Photographer

A guide for dealers

Welcome to Prestige Proofs, Photo Finale's Proofing Gallery system designed for professional photographers to store and share photos from shoots and to present them to clients for proofing and easy print and creative product purchase. If you print work or have staff who shoot studio work or event photography, a Proofing Gallery will give them a polished way to show clients proofs, and an easy way for you to take orders for prints and products.
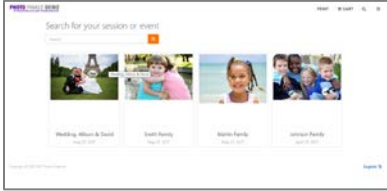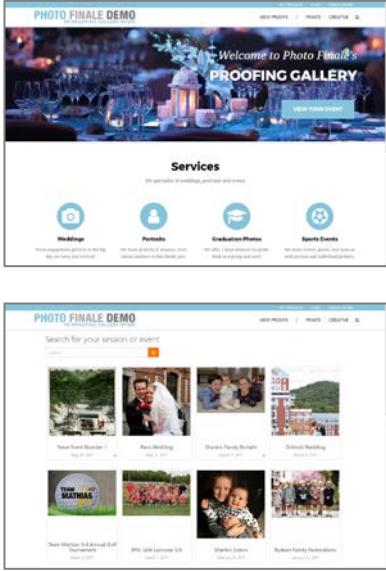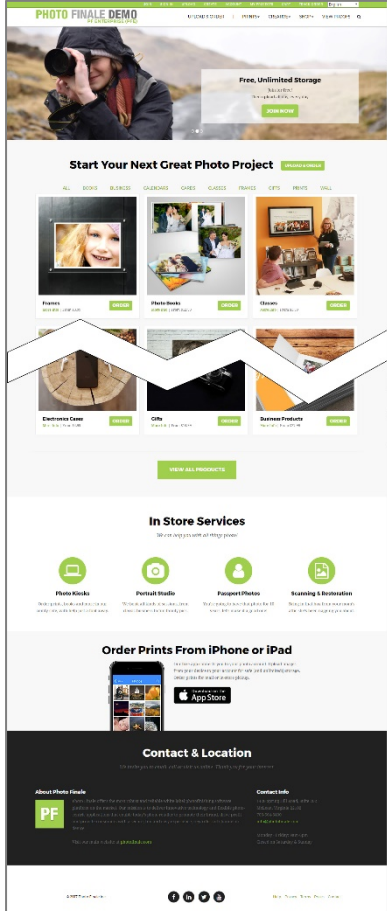

The Pitch

This new site is the best way to market your printing services to the photographers and artists in your area. Here is the pitch. The photographer keeps 93%* of revenue less wholesale cost. It's such a clean message! The idea is that you can wholesale your 8x10 for $2.00. They sell the 8x10 for $10. Photo Finale gets 7%* rev share or $0.70 and they keep $7.30. Now that is a something that every photographer will be excited about. Good margins for you and great margins for them. (*Note: the revenue share amount is the same % that you pay on your current Photo Finale site.)

Ordering the Proofing Gallery Site

The product is called a Proofing Gallery, and we have branded it Prestige Proofs, and will use the prestigeproofs.com as a subdomain for those who want to use it. The subdomain photofinale.com is also a choice.

The cost for the standard Proofing Gallery system comes with the events list page and your logo at the top. You can upgrade your site for an additional fee.

Here are the types of sites we offer:

Standard Proofing Gallery	PFSR upgrade	PFE upgrade
Events list page **Example:** pfevents.photofinale.com 	Single, responsive landing page with full customization **Example:** pfphotography.photofinale.com 	Multi-page site with unlimited pages and full customization **Example:** demo.photofinale.com

URL choices:	URL choices:	URL choices:
• SITE.photofinale.com • SITE.prestigeproofs.com	• Your custom domain ($50/yr) • SITE.photofinale.com • SITE.prestigeproofs.com	• Your custom domain ($50/yr) • SITE.photofinale.com • SITE.prestigeproofs.com
Customization areas: • site logo	Customization areas: • Site logo • Main banner and message • Services section • About section • Contact section • Social media links	Customization areas: • Site logo • Main banner and message • Services section • About section • Contact section • Social media links • Product shopping menu • Product info/order blocks • Product shopping pages • Services pages • Custom pages as needed

Your To-Do List:

1. **Order.** Order Proofing Gallery site from your sales rep or sales@photofinale.com.

2. **URL.** Decide on the URL. Choices are:

   o A subdomain of prestigeproofs.com or photofinale.com

   o If you have upgraded to PFSR or PFE, you may use a custom domain— either a subdomain of your site or separate domain that you or the photographer own or purchase. Custom domains have a $50 per year fee for the SSL.

3. **Delivery.** Decide on shipping and/or pickup. Choices:

   o Photographer will pick up orders.

   o You will ship orders to the photographer.

   o You will ship directly to the photographer's client.

   o Photographer's client will pick up orders at your store location(s).

4. **Payment.** Decide on payment methods. You have three options here.

   o The photographer (or their client) can be an on-account customer, meaning the payment option for the consumer is pay in-store.

- The photographer's site can use your merchant account for CC payment, you collect all funds, and pay the photographer. (This solution has the least risk to your business.)

- The photographer's site uses the photographer's merchant account and you bill the photographer.

5. **Submit.** We have an online form that will collect the necessary info. Once you submit, we will create the site.

6. The credentials for the new site will be delivered in a few days via email.

Configuring the Site

The next thing you need to do determine your product offerings and wholesale costs. Your prices should not be your list prices. Printing is a competitive business, your value proposition is probably quality and convenience, but price matters. Do some research before setting your prices.

1. Your first step is to compile a catalog on the Photo Finale platform. This can be the standard catalog you use for your PF site or you can ask us to replicate the standard catalog and you can modify from there. Either way, it is best if you set your standard rates and product descriptions for the photographers. They are not going to want to price every product, the more you do in the beginning, the happier they will be. You will only have to do this once.

2. Next, notify Photo Finale of the catalog you wish your new dealer to have access to. Email support@photofinale.com the catalog name and new Dealer ID to use (you received this with the credentials).

3. Once this is completed by Photo Finale, log into Lab 50 using the new credentials and update the brand settings for the dealer. Make sure you are logged in as the new dealer, not as yourself.

4. Now that you have a catalog, and the branding set, you need to set up the email notifications and logo (for use in the emails) in Lab 50. We recommend that you setup order confirmation emails, order shipped emails (if using shipping), order

ready for pickup emails. We have default html messages available to use on our
Wiki site, https://wiki.photofinale.com

5. Lastly, you need to set up the payment details based on the decision you made
above. Each Proofing Gallery site can have different methods, so no need to
have a fixed rule.

Train the Photographer

Now you are ready to share the site with the photographer, and train him or her how to
create events, collections, upload, change prices and run reports. We have a guide set
up for the photographer we will provide for you to share with him/her.

How to Process Proofing Gallery Orders

The Proofing Gallery sites will show up in your Lab 50 and you process them the same
as any other order. They will be separated in the view, so you can choose to process
them manually or auto process them. Either way is effective. We recommend not
completing orders for a Proofing Gallery, but instead allow the photographer to
complete in myLab. This will ensure that the photographer is in control of notifications to
his clients.

How to Bill

Photo Finale is not party to your payment or negotiation with your photographers. You have a few options here for how to bill.

1. The first option is to record each invoice as it comes in. This is the easiest method of generating a bill.

2. The second option is to use the reports in *your* myLab under Reports. We have two new reports for this purpose:

    o Online - Sales - Subaccounts – Detail

    o Online - Sales - Subaccounts - Monthly Totals