

Finally! A plug for the drain on your customers – a risk-free solution that pays *you* – from Pictology ProLabs

Dear Jon,

I'm worried. And I bet that you're worried, too. Independent lab owners like you and me are getting the shorter and shorter end of the stick every day. Our friends are firing staff and taking pay cuts. Taking second mortgages to keep the lab open. Going out of business.

Why? Photographers are leaving us for the big Internet labs because they want to be able to proof and sell their photos online. And they want to be able to send their orders to the lab without having to get in the car (or hassle with an unreliable FTP program).

Now I have a solution that allows us to offer the same online proofing, ecommerce, and automated print ordering solutions that the big Internet labs do.

Our solution is Pictology ProLabs.

I helped design Pictology ProLabs as a way to solve our biggest problem: the fact that the big Internet labs are draining away our customers. In the past months, I've been testing the Pictology ProLabs software at my own lab. I've really come to rely on it – and I think you will, too. Let me tell you why:

- **Pictology ProLabs allows you to retain your current customers – and attract new ones.** Pictology allows you to offer the online proofing, ecommerce, and automated print ordering services that your photographers want – and that means that they keep their business with you.
- **It simplifies your workflow.** Click a button to receive your orders from Pictology. They're downloaded into your computer and organized in convenient folders with the order number and product details immediately available. Print the orders, ship them, and click another button to indicate you're done. All in about half the time as processing orders manually.
- **And you don't have to process a single invoice.** At the end of the month, you'll receive a statement of all the Pictology orders you printed and a check for what your photographers owe you. You won't have to spend a second preparing invoices – just take your check to the bank.
- **It's accurate.** With Pictology's software, all order processing is automated, well-organized, and accurate. No more FTP errors.
- **It's free and easy to get started.** Pictology doesn't charge a thing to get set up. No hidden support fees. No monthly maintenance fees. Free. And it's easy – all you have to do is fill out a spreadsheet listing the products you offer and how you price them.
- **As a ProLabs Partner, Pictology pays you.** When you get your photographers to sign up with Pictology, you get 40% of the revenue from those photographers' monthly service fees for a year. And it's easy to sign up lots of photographers. I've signed up 20 – that's \$4800 a year extra in my pocket – and all I had to do was tell my clients about this exciting new service.
- **You get free marketing with all of Pictology's current photographers and the new ones who aren't already affiliated with a lab.** When you sign up one of your photographers with Pictology, that photographer stays your client. But for Pictology photographers that aren't already affiliated with a lab, they'll be able to choose from a list of Pictology ProLabs Partner labs – yours included. And that marketing doesn't cost you a thing.

"Ron, I have a few questions," you may be asking. So let me address some likely ones:

“What are the details?” Pictology ProLabs automates the photo ordering process. When a photographer receives an order from their online gallery with Pictology, that order is automatically sent to you to be fulfilled. Then you print the order and ship it. It’s that easy. Pictology handles payment from the customer as well as payment from the photographer to you.

“What does it cost?” Getting started on the Pictology ProLabs platform is free. No support fees. No monthly fees. Pictology does charge a 10% per-order fee for the photo orders you receive from your photographers through Pictology – it’s deducted automatically from your monthly Pictology earnings. Not bad considering that ProLabs will help you retain your photographers – not to mention free up about 50% of your time.

“How do I become a Pictology ProLabs Partner?” To become a Pictology ProLabs Partner all you need to do is fill out a spreadsheet listing the products you offer and how you price them. And Pictology makes it easy for you to sign up your photographers – we’ll even give you a postcard to market the program. Simply pass along your referral code to your photographers – we’ll automatically link them to you in our system.

“What do I do now?” Fill out the enclosed postage-paid reply card and we’ll contact you to answer any questions and help you get signed up. Or, give us a call at 123-456-7891 or send us an e-mail at info@pictology.com.

With Pictology ProLabs, there’s no reason that you should keep losing your photographers to the big Internet labs. Put the plug in the drain – contact Pictology today!

Thrilled to have plugged the drain,

Ron

Ron Dyar
Owner, Fromex Photo & Digital
Member, IPI
Co-Founder, Pictology

P.S. On March 1st, we’ll be giving our current photographers – who aren’t already affiliated with a photo lab – the opportunity to choose a lab from the list of our ProLabs Partners. Ensure that your lab is on that list by returning the enclosed reply card, calling, or e-mailing us for more information about becoming a Pictology ProLabs Partner today!