

Walters & Walters

One thing I noticed here is that when the Gift Print option is chosen, the verbage for where they select images still refers to "albums" That question/confusion has come up in the past with folks thinking they'll get a 12 page album. Not sure how to work that, but It needs some clarification.

Choose your Collection

Select your desired collection and list your image selections for loose collection. Image numbers can be found below each image on your proof. Image numbers should be listed as the last 3 digits of the proof reference #.

Example: Image # 001_yourname_105 can be listed as simply "105"

Could we put a photo on this form of an example of the actual number they'll be using? (perhaps in each section) I would need to create it

Heirloom Collection	Signature Collection	Keepsake Collection	Gift Print Collection
(50pg)	(36pg)	(24pg)	(12pg)
Package Collections	Package Collections	Package Collections	Package Collections
Image #	Image #	Image #	
8x10 Print for Folio	5x7 Prints (x5)	5x7 Prints (x3)	Includes 12 unmounted 5x7 prints of your choice. An ideal choice for gift giving.
_____	<u>34</u>	_____	
8x10 Print for Folio	<u>43</u> <u>43</u> <u>34</u>	_____	
_____	<u>34</u>	_____	
Includes digital file of all selected package prints.	Includes digital file of all selected package prints.		
* Album collections qualify for 40% discount on all a-la-carte orders.	* Album collections qualify for 40% discount on all a-la-carte orders.	* Album collections qualify for 40% discount on all a-la-carte orders.	* Qualifies for discount pricing on any additional prints on the same order.

This should say: Choose one image as a digital file (similar to loose prints)

Can we add something to the affect of: "automatically calculated", or word this so people don't think they need to do anything special to redeem the discount?

Select the Images for Your Album

Select the image numbers that you would like to feature in your album. Please numbers to be included INSIDE the album.

**Albums are available in listed page counts only. You can select up to 36 images.*

Could we put a photo on this form of an example of the actual number they'll be using? (perhaps in each section) I would need to create it

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
31 32 33 34 35 36 37 38 39 40 41 42 43 44 45
46 47 48 49 50 51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70 71 72 73 74 75
76 77 78 79 80 81 82 83 84 85 86 87 88 89 90
91 92 93 94 95 96 97 98 99 100 101 102 103 104 105
106 107 108 109 110 111 112 113 114 115 116 117 118 119 120
121 122 123 124 125 126 127 128 129 130

Need to add 500-509 here as options

It did not actually highlight the 37th selection, but it might confuse

37/36

A La Carte Selections

Indicate your a la carte selections. Image numbers can be found below each image on proof sheet. Image numbers should be listed as the last 3 digits of the proof reference.

EXAMPLE: Image # 001_yourname_105 can be listed as simply "105."

Could we put a photo on this form of an example of the actual number they'll be using? (perhaps in each section) I would need to create it

Image #	Size	Quantity	Unit Price	Total
33	8x10 Print	3	\$30	\$90
#	4x6 Print	Qty.	\$20	\$20
65		1		

+ Add

Is it possible to add a column here Labeled "collection discount" so people see that they are getting a \$15 discount per print ordered? Perhaps narrow the size and quantity columns to make room?

Your Order

Signature Collection \$955.00

5x7 Folio Prints Selected:

34, 43, 43, 34, 34

Images Selected:

1, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16,
17, 19, 23, 24, 40, 45, 49, 51, 52, 54, 61, 62,
71, 73, 80, 90, 91, 92, 93, 95, 97, 105

This is summary is simple and elegant and 100% wonderful

A La Carte Items \$110

A La Carte Selections:

#33 - 8x10 Print (x3) \$90

#65 - 4x6 Print (x1) \$20

Just realized we forgot to add shipping.
It's simple though. \$25 for albums.
\$10 for non- album orders

Tax \$68.92

Order Total \$1089.92

Coupon code

Add coupon

Can this say
"Priority Portrait
code"

If they do use a code, then \$200 is deducted
from their total (before tax is calculated)
and shipping goes to \$0

Contact Information

test

123

Debutante

Debutante #

Ship to:

test

test

First Name

Last Name

123 twest lane

Street Address

raleigh

nc

27614

City

State

Zip

(919)

635-8977

jw@jameswalters.com

Phone

Email

Can we make all of these fields
required? Back in the paper days,
people would literally leave off important
info and leave me to play detective

Ship/Pickup:

- ☐ Ship to you
☒ Studio pickup in Raleigh

Payment Options:

- ☐ Receive online invoice
☒ Send a check for total amount

Can we add- "to Walters & Walters 3708 Benson Dr. Raleigh, NC 27609"

Submit Order

Emails can go to james@waltersandwalters.com

Once they hit this button does anything happen for them to feel good about their order going through?
I get a lot of calls that they just weren't "sure if they did it right"

Guys, this is looking PHENOMENAL!

It's easy and elegant and will insure that they can't mess anything up or try to work around the system.
This is a fantastic start and I'm excited to be working with you on it.