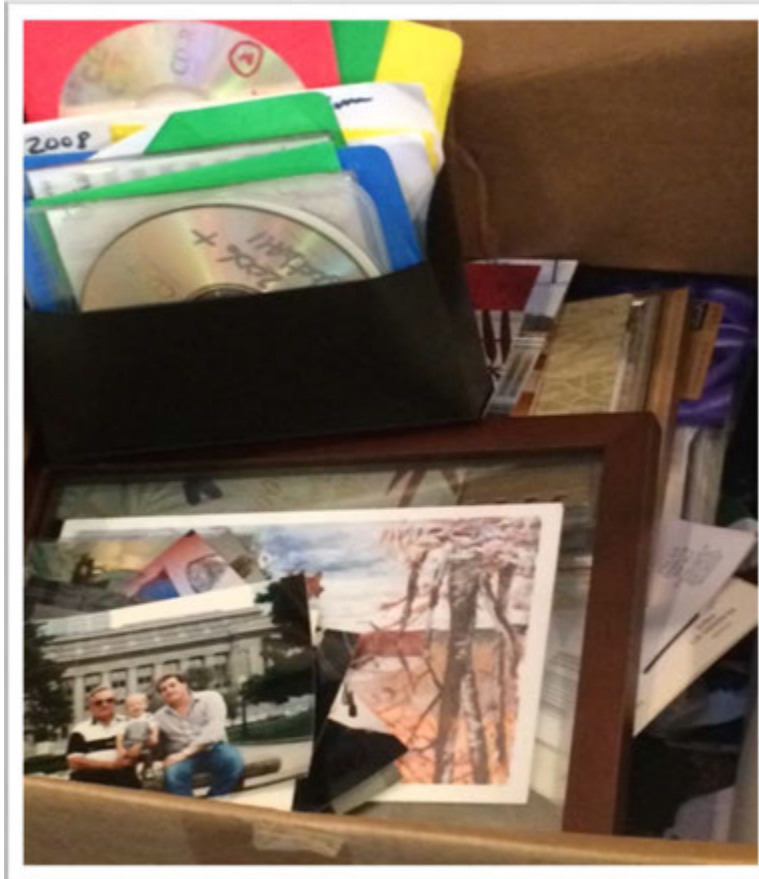


Bombarded with Client Photos Collaborate to Conquer



Photos taken 2/16/15



Want to add a new revenue stream?

\$50,000 - \$100,000 per year?

There is money in those photos!



Our Agenda

The Facts

The Emotional Connection

The Solutions

The Opportunities



The Facts

Drowning in **PHOTOS**

Every month over a billion photos are taken.

Every 2 minutes we take more images than all of humanity took in the 1800's.



 appo™

 appo™

 FotoBridge®

 E-Z Photo Scan
www.ezphoto.com

The Facts

Drowning in **PHOTOS**

The average family has thousands of prints and slides in their home.

It is estimated over 3 trillion printed photos are waiting to be digitized.

Photo credit: Erik Kessels



The Facts

Drowning in **VIDEOS**

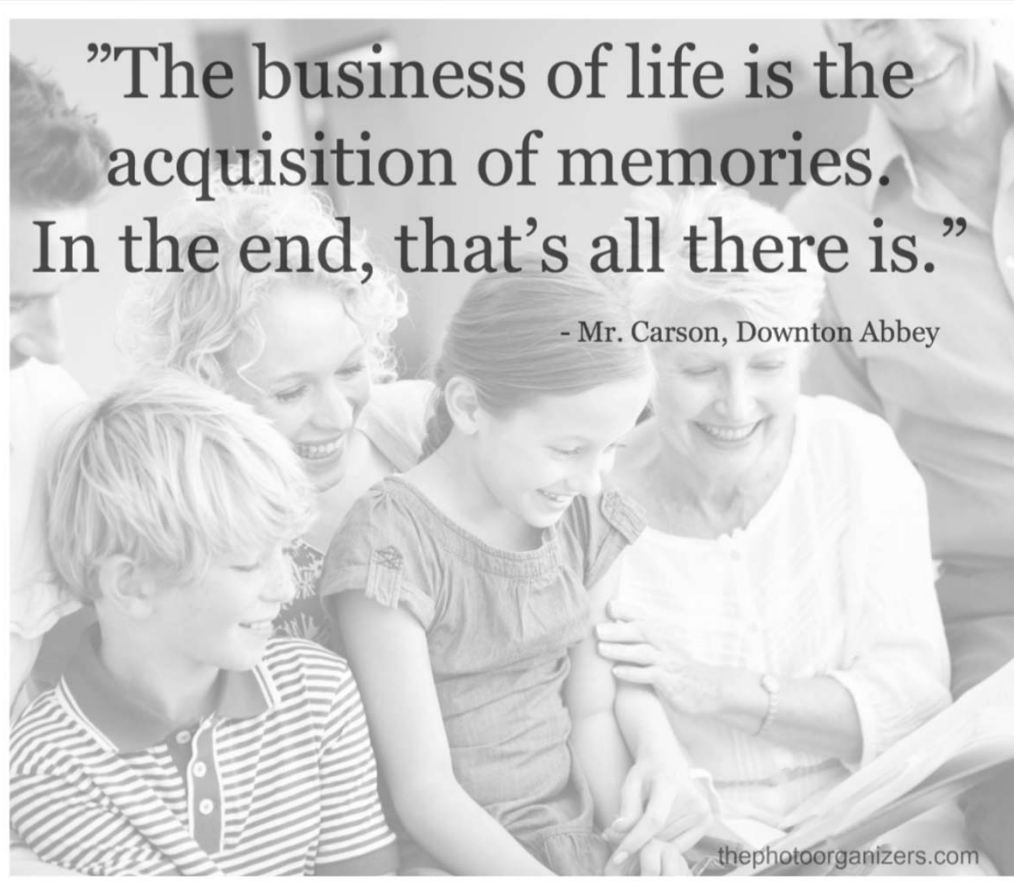
Over 6 billion VCR tapes were sold in the US, representing 12 billion hours of babies first steps, weddings, barbecues and other milestone moments.



The Emotional Connection

”The business of life is the acquisition of memories. In the end, that’s all there is.”

- Mr. Carson, Downton Abbey



Are you seeking to...

- Find new ways to distinguish your organization's services?
- Looking for innovative ways to connect with prospective clients earlier and a more meaningful way?
- Searching for alternative ways to supplement your income stream?



The Options



The Motivation

All buying decisions stem from the interplay of the six emotions:

- **1.** “If I make a decision about this, I will be rewarded.”
- **2.** “If I don't make a decision about this, I'm afraid I will be toast.”
- **3.** “ If I make a decision about this, I will help others.”

The Motivation

- 4. “ If I don't make a decision about this, my competition will win.”
- 5. “If I make a decision about this, I will look good.”
- 6. “If I don't make a decision now, I will look bad and be ashamed.”

However, these motivations can only be accomplished when they take into account the **customer's belief system**. It is this belief system that determines how each emotion play out.

The Solutions

Making it work for you, the Move Manager...

Option 1. Central Bulk Plant Operators

Option 2. Regional Service Providers

Option 3. Photo Organizing/Scanning Services

Option 4. DIY (Do It Yourself)



The Solutions

Option 1. Central Bulk Plant Operators

These plant-based locations are designed specifically to accommodate large production photo scanning. These operations seek to optimize their operations and maximize the advantages this strategy offers with economies of scale and leveraging centralized expertise. To use one of these organizations you will most likely have to box your photos up and send them to their central scanning location. The actual scanning work may be done on location in North America, or outsourced to an off-shore location, in order to minimize labor costs.



The Solutions

Option 2. Regional Service Providers

Regional providers of photo scanning services generally operate within a primary geographical area. This permits them to work directly with their clients and address the specifics of an individual project. Many regional service providers combine photo scanning with other services that are complimentary in nature. Work is generally done at the provider's location by their staff.



The Solutions

Option 3. Photo Organizers w/Scanning Options

These boutique services come to you and provide a personal level of support. Personal Photo Organizers are independent business owners, providing highly personalized, one-on-one consultation. Once selected, your Photo Organizer will meet with you & your client face-to-face, walking you through each step of your photo decision-making process, carefully listening to your preferences, and developing a plan of action.



The Solutions

Option 4. DIY (Do It Yourself)

An abundant selection of photo scanning equipment for those ambitious enough to tackle it as a DIY project is available. Technology has advanced in this area to be able to provide on-site service with high-quality/high-speed professional grade equipment you buy, rent, or lease. With a little research, proper pre-planning, basic organization skills, the right equipment, and a little time devoted to the project, it is quite possible to produce quality results in a DIY scan project. All while saving or making money.



What's my economic potential?



The Economics

The economic impact for your organization in helping clients to address their needs of what to do with all those family stories and history caught up in their photos, slides and videos will ultimately depend upon...



The Economics

1. What option (or combination of options) YOU CHOOSE to pursue
2. How YOU ELECT to position the service of digitizing the materials

Good Stuff to Know



How Many

- 3000-6000
 - Typical Photo Collection (600 rolls of film x 12 exp.)

Good Stuff to Know



How Many

- 3000-6000
 - Typical Photo Collection (600 rolls of film x 12 exp.)

How Much

- \$0.25 & up / \$0.35 & up
 - Typical Service Bureau Fees Photos / Slides
- \$0.25 & up / \$18.00 & up
 - Typical Service Bureau Fees Reel Film / Video Tape
- \$0.30 & up
 - Typical Service Bureau Fees 35mm negatives

Good Stuff to Know



A B C'S of Photo Organizing

The Economics

Making it work for you as a Move Manager;

Option 1. Central Bulk Plant Operators – Commission (~10+%)

Option 2. Regional Service Providers – Commission (~20+%)

Option 3. Photo Organizing Services - Revenue Share (Varies)

Option 4. DIY (Do It Yourself) – Net Profit is All Yours (Varies)



The Economics

Let's look a little closer...

Option 1. Central Bulk Plant Operators – Commission (~10+%)

- @ \$0.30 each photo X 10% commission = \$0.03 commission per photo
- Target income = \$50,000
- \$50,000 income / \$0.03 commission per photo = 1.67M photos



The Economics

Let's look a little closer...

Option 2. Regional Service Providers – Commission (~20+%)

@ \$0.30 each photo X 20% commission = \$0.06 commission per photo

Target Income = \$50,000

\$50,000 income / \$0.06 commission per photo = 833K photos



The Economics

Let's look a little closer...

Option 3. Photo Organizing Services - Revenue Share (Varies)

Option 4. DIY (Do It Yourself) – Net Profit is All Yours (Varies)



So, what solution is best for me?



The Solutions

Do
It
yourself

The 4 S's of Doing It Yourself

- **Smarts** to do it – Motivation (Prospecting, Expos, Larger Fabric of Services, Make More Money)

The 4 S's of Doing It Yourself

- Smarts to do it – Motivation (Prospecting Toolbox, Larger Fabric of Services, Make More Money)
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- Smarts to do it – Motivation (Prospecting Toolbox, Larger Fabric of Services, Make More Money)
- Space to do it – Here, There, or Together
- Staff to do it (assist) – Existing, Contract, (Family)



The 4 S's of Doing It Yourself

- Smarts to do it – Motivation (Prospecting Toolbox, Larger Fabric of Services, Make More Money)
- Space to do it – Here, There, or Together
- Staff to do it (assist) – Existing, Contract, (Family)
- Stuff to do it –Buy, Rent, Lease

The Solutions



Smart



Space



Staff



Stuff

The Economics

Let's look a little closer at the DIY model...

Start-up Expenses

- Staff - \$12.00 - \$15.00 per hour



The Economics

Let's look a little closer at the DIY model...

Start-up Expenses

- Staff - \$12.00 - \$15.00 per hour
- Stuff - \$2,500 - \$3,000 investment
 - High Quality/High Speed Photo Scanner
 - Dedicated Computer
 - Storage Media (for your operation)
 - Related Photo Post-Processing Apps



So, how much to break even?



The Economics

Let's look a little closer at some 'average' economic factors using the DIY model...

- Pay scanner tech \$15.00 hour
- Scan @ 400 photos per hour (pph)
- Charge \$0.30 per photo scanned

The Economics

To recoup your initial investment (staff & stuff)...

- 400 pph /hr X \$0.30 per photo = \$120.00 income per hour scanning
- \$3000.00 initial investment / \$120.00 per hour = 25 hrs @ 400 pph

The Economics

To recoup your initial investment (staff & stuff)...

- $400 \text{ pph /hr} \times \$0.30 \text{ per photo} = \$120.00 \text{ income per hour scanning}$
- $\$3000.00 \text{ initial investment} / \$120.00 \text{ per hour} = 25 \text{ hrs @ } 400 \text{ pph}$

However, to generate that income it will take...

- $25 \text{ hours staff time} \times \$15.00 \text{ per hour} = \$375 \text{ additional investment}$
- $\$375.00 \text{ (staff)} / \$120.00 \text{ (income per hour scanning)} = \sim 3 \text{ hrs @ } 400 \text{ pph}$



The Economics

To recoup your initial investment (staff & stuff)...

- 400 pph /hr X \$0.30 per photo = \$120.00 income per hour scanning
- \$3000.00 initial investment / \$120.00 per hour = 25 hrs @ 400 pph

However, to generate that income it will take...

- 25 hours staff time X \$15.00 per hour = \$375 additional investment
- \$375.00 (staff) / \$120.00 (income per hour scanning) = ~3 hrs @ 400 pph

25 + 3 = 28 hours of scanning hours @ 400 pph



Ok! But how many photos is that?



The Economics

28 hours @ 400 pph = 11,200 photos



Alright! Can you tell me more?



The Economics

11,200 photos is about the equivalent of:

- 12 photo boxes of material

The Economics

11,200 photos is about the equivalent of:

- 12 photo boxes of material
- Or...photos for 3-5 clients (@ 3000-5000 average photos per individual collection)

So, you mean to stand there and tell me
if I can scan for 3-5 clients I'll break even?



The Economics

Of course, there is always that disclaimer about these are estimates based upon industry averages and your results may vary.



The Economics

Of course, there is always that disclaimer about these are estimates based upon industry averages and your results may vary.

However, that's the way the numbers work out!



After breaking even,
then what can I expect?



The Economics

It is not unreasonable to anticipate a gross income of \$100-\$120 per hour of scanning (based upon 400 pph scanned @ \$0.30 per photo)



The Economics

It is not unreasonable to anticipate a gross income of \$100-\$120 per hour of scanning (based upon 400 pph scanned @ \$0.30 per photo)

To reach that \$50,000 additional income target...you want to find about 500 more hours of scanning (40-60 clients with 3K-5K photos each @ \$100 income per hour of scanning, or about 4 per month)



The Economics

In addition, there is added revenue potential for;

- Photo organization services
- Photo merchandise products
- Online photo storage services
- Added digitization services
- And even more...



Final question...What do you suggest to get started?



The Solutions

1. Do your research. (APPO, locally, nationally, equipment, etc.)
2. Poll your existing client/partner community base... “What if we could help you take care of all these family photos and treasured documents?”
3. Then, determine if this is something that might work for your organization.



The Solutions

QUESTIONS?



Next Steps...

- Do your due diligence
- Reach out to APPO to partner with an APPO member, or have APPO train your staff
- Get your stuff (equipment) from an APPO solution provider, like E-Z Photo Scan and/or connect with one of our a premier service provider like FotoBridge
- Get involved by joining APPO for additional support, business connections, and training

Ask us how!

Cathi Nelson | APPO | www.APPO.org | cathi.nelson@appo.org

Rick Lippert | E-Z Photo Scan | www.EZPhotoScan.com |
rlippert@ezphotoscan.com

Julie Morris | FotoBridge | www.FotoBridge.com |
Julie@fotobridge.com

ezphotoscan.com/resources/2015-nasmm

