

A BUSINESS ROADMAP  
FOR PROFESSIONAL  
**PHOTO ORGANIZERS**

**SAMPLE CLIENT ASSESSMENT CHECKLIST**

**Current State of Photos:**

- Disorganized printed photos
- Old scrapbooks, photo albums
- Damaged, faded, old photos
- Disorganized digital photos
- Large quantity of digital images
- Photos on multiple devices/ computers
- Insufficient backup system
- Photos need to be edited
- Obsolete media – slides, reel film, VHS,
- Super 8mm, audio recordings
- Children’s artwork, report cards, awards
- Family history/genealogy
- Have kept everything
- Difficulty throwing away

**Potential Solutions:**

**Products**

- Traditional photo albums
- Digital photo books
- An organizing system
- Duplicates of albums

**Organizing**

- Print photos
- Digital photos
- Memorabilia
- Other media
- Do it for me
- Training (show me how)

### **Digitize**

- Scan printed photos
- Install digital organizing software
- Convert old media – slides, VHS, 8mm, audio recordings, etc.
- Scan/photograph children's artwork, memorabilia, letters
- Scan/reproduce scrapbooks, photo albums

### **Story Sharing**

- Design/create traditional photo albums
- Design/create digital photo book
- Create slideshows, video/photo montages
- Design prints, posters, albums, calendars, cards, jewelry, photo gifts
- Frame photos
- Create wall art – canvas prints, oil painted prints, photo collages
- Create memorial posters, slide shows

### **Archive**

- Print
- Backup
- DVDs (on/off site)
- Cloud

### **Training**

- Training on digital photo software
- Training on digital cameras
- Install backup system
- Training on backup system

### **Management**

- Ongoing digital photo management
- Ongoing album production
- Holiday cards, calendars, family photo galleries to share

**NOTES:**