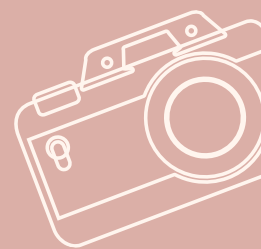


Workflow for KNOW Photographers



What to send and when

1



When you receive a new client through your Photographer Assignment Sheet...

Contact the client to discuss details and to schedule their shoot

2

After the shoot...

4

ONCE THE IMAGE FOR THE CLIENT'S SPREAD HAS BEEN SELECTED...

The KNOW will email you with final edits to complete and return.

3

Create a gallery of images that have the potential to be the client's KNOW Book spread

ONLY SEND THIS GALLERY TO THE KNOW.

The KNOW will email the gallery to the client and will coordinate with them to select their KNOW Book spread image

5

Put the rest of the photos from your shoot into a separate gallery for the client



5a

THESE IMAGES ARE FOR YOU TO SELL TO THE CLIENT

5b

Keep these in mind:

- Don't include the images that were sent to The KNOW or images in the same frame as those sent to The KNOW
- Please use the pricing agreed upon by the photographers for your city

6

The images that the client didn't select for the Book can also be offered to them

Option 1:
Wait until after the book has been published to offer the other photos to the client, to avoid a similar photo being purchased and posted prior to the book launch.

Option 2:
Offer the other spread images after the client has chosen their image for the book, omitting any images that are too similar to the image for the book.

The similar images can then be added back in after the book is published



Visit

<https://theknowtribe.com/photographer/>
for more tips and resources.

You can also email Sarah Hoag, our KNOW Photography Liaison, at photographer@knowpublications.com with any questions about the process

