

Print-on-Demand Photography Business — Workbook

This workbook turns the course into a real shop. Work through it module by module and you will leave with an audited set of print-worthy images, a chosen print partner and product lineup, prices that survive every fee, finished listings, and a Pinterest and Instagram traffic plan. Keep your image sizes, prices, and links in the templates so everything you build lives in one place. Whenever a cell is a total, a margin, or any calculated number, leave it blank and fill it yourself, because an empty cell beats a wrong one.

Choose Images and Products That Sell as Wall Art

Audit your catalog for images people actually hang, confirm each file is large enough, and decide your product and size lineup before building anything.

Exercise: Separate Portfolio Favorites From Commercial Sellers

List your strongest images, then honestly mark which are decor a stranger would hang versus artistic favorites that rarely sell as wall art. These are often different photos, and naming the difference now saves you from building a shop nobody buys.

- List ten of your best images and, for each, note its main subject (landscape, botanical, abstract, lifestyle, etc.).

- Which of these are calm, harmonious decor a decorator would hang over a sofa, and which are portfolio pieces that win praise but rarely sell?

- What single aesthetic or niche connects your strongest commercial images (for example moody coastal, calm botanical, minimal black and white)?

Worksheet: Image Resolution and Max-Size Audit

For each candidate image, record its pixel dimensions and work out the largest print size it can support. Divide the long edge by your target PPI to get the maximum print length. Leave the calculated maximum-size cell blank until you compute it yourself, and never offer a size larger than the file allows.

Image file name

Pixel dimensions (for example 6000 by 4000)

Long edge in pixels

Target PPI (150 to 300)

Calculated max print length in inches (long edge divided by PPI — leave blank to compute)

Largest size you will offer for this image

Pass or reject (reject if under about 2400 px on short edge)

Worksheet: Aspect Ratio and Size Ladder Planner

Pick one aspect ratio per image and a ladder of three sizes within it, so buyers scale the same composition without you re-cropping. Crop each image to its chosen ratio before uploading.

Image file name

Chosen aspect ratio (4 to 5, 3 to 4, 3 to 2, or 1 to 1)

Small size in that ratio

Medium size in that ratio

Large size in that ratio

Cropped to ratio before upload (yes/no)

Checklist: Product Lineup Decided

- Chose to start with posters, framed posters, and canvas rather than every product
- Confirmed each image is cropped to a single deliberate aspect ratio
- Set a size ladder per image so buyers can scale up without a re-crop
- Rejected any image too low-resolution for the largest size offered
- Deferred metal and acrylic until you know your winners

Set Up Printful or Printify and Prepare Print Files

Choose your print partner, connect a storefront, and prepare files at the right resolution, color space, and bleed so prints match the screen.

Exercise: Choose Your Print Partner and Provider

Compare Printful and Printify for your priorities, then, if you choose Printify, vet the specific provider and its location relative to your main market. Quality and shipping speed both depend on this choice.

- Do you value consistent in-house quality and color (Printful) or lower base cost and wider choice (Printify) more, and why?
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- Where is your main buyer market, and which provider location would give the cheapest, fastest delivery there?
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- If on Printify, which provider has the best print-quality reviews for posters or canvas, and will you pin it per product?
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Checklist: Order a Sample Before Selling

- Ordered your top images as the actual products (poster, framed, or canvas) you plan to sell
- Judged the printed color and contrast against your screen in real daylight
- Checked the printed crop matches your intended composition
- Noted any image that needs brightening before listing because print looked duller
- Confirmed the sample quality is good enough to put in front of buyers

Checklist: Print-Ready File Preparation

- Exported each image in sRGB color space, not Adobe RGB
- Exported at 150 to 300 PPI at the largest size offered, from the master file not a social copy
- Read each product's print guide, especially canvas wrap depth
- Kept critical subjects well inside the frame, clear of the trim and wrap zone
- Heeded the partner's low-resolution warning and dropped any unsupported size

Exercise: Connect Storefront and Build First Products

Decide where your shop lives, connect it to your partner, and build your first products with correct sizes and a true-to-scale mockup. Plan this before you click so the setup goes smoothly.

- Will you start on Etsy (built-in buyers) or Shopify (own store, better margins at volume), and why for your situation?

• Which official integration app connects your chosen partner to that storefront?

• Which room-scene mockup will you add per product to show true scale (for example a 24 by 36 canvas over a sofa)?

Price for Profit and Build the Listings

Build a pricing formula that survives every fee, then write listings and a coherent collection that buyers find and trust.

Worksheet: Per-Product Pricing Worksheet

For each product, list the full cost stack and your target profit, then compute the retail price with the course formula: (base plus shipping plus target profit) divided by (one minus fee percentage). Fill only the input cells. Leave every total, retail price, and margin cell blank until you calculate it yourself.

Product and size (for example 16x20 framed poster)

Base cost from partner (USD)

Shipping cost (USD)

Total platform fee percentage (transaction plus payment)

Target profit per item (USD)

Calculated retail price (leave blank to compute)

Calculated profit after all fees (leave blank to compute)

Free shipping baked in or charged separately

Exercise: Define Your Shop Niche and Collection

A focused shop reads as an artist with a vision and is far easier to market and rank. Decide the single aesthetic for your first collection and the cohesive set of images within it, including at least one pair or triptych.

- What is the one-line niche of your shop (for example calm coastal seascapes, moody mountain

landscapes)?

- Which eight to fifteen cohesive images will make up your launch collection?
- Which images form a deliberate pair or set of three to sell as a gallery-wall bundle?

Worksheet: Listing Builder

Draft each listing so it surfaces in search and removes buyer doubt. Lead the title with the phrases a decorator actually searches, and state material, frame, made-to-order timeline, and color-variation honesty. Search-led title (style + subject + product, for example Coastal Ocean Wall Art Canvas)

Tags filled with style, subject, product, and room words

Sizes and aspect ratio stated

Material and finish (poster, framed, gallery-wrapped canvas)

Frame included or not, stated clearly

Made-to-order production and shipping time stated

Honest line that print color may differ slightly from screen

Checklist: Listing Gallery Complete

- Added a styled room mockup at true scale as the lead image
- Added a close detail shot of texture or paper
- Showed the framing option if offered
- Included a plain white-background product shot
- Added a size-comparison graphic so buyers do not misjudge scale
- Created a gallery-wall bundle listing to raise average order value

Drive Traffic With Pinterest and Instagram

Set up Pinterest as evergreen, searchable traffic, convert a warm audience on Instagram, and run a launch and rhythm that keeps sales coming.

Worksheet: Pinterest Pin and Board Plan

Set up Pinterest as your evergreen engine. Build boards around how buyers think, design tall room-styled pins with keyword titles, and link each pin directly to its product page. Boards built around buyer themes (Coastal Wall Art, Botanical Prints, Gallery Wall Inspiration, etc.)

Pin 1 title using buyer search phrases

Pin 1 keyword-rich description

Pin 2 title (different image, same product)

Pin format mix (room scene, close-up, text-led)

Destination URL (specific product page, not shop home)

Business account created and store domain claimed (yes/no)

Exercise: Plan Instagram Brand Content

Use Instagram to build a recognizable brand and a warm audience, with selling woven in. Plan content that shows the prints in real spaces and always closes with a clear path to the listing.

- Which three content types will you lead with (room reveals, behind-the-shot, unboxing reels, customer-photo reposts)?
 - How will you make the buy path obvious on every post (bio link, caption mention, story link sticker)?
 - Which style and subject hashtags will you use to reach decorators beyond your followers?
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Checklist: Launch Execution

- Ordered samples of top prints for honest in-hand launch content
- Set a limited launch discount to convert warm followers and seed reviews
- Announced across Pinterest, Instagram, and email in a concentrated window
- Followed up with early buyers after delivery and invited an honest review
- Showcased the first reviews and customer room photos as social proof

Exercise: Build the Sustaining Rhythm

Most income comes after launch from steady evergreen effort, not one spike. Plan the weekly and seasonal rhythm that keeps traffic and sales flowing, and how you will grow the catalog.

- What is your weekly cadence for new Pinterest pins and Instagram posts?
 - Which seasonal or gifting periods will you run promotions around, and roughly when?
 - How often will you add new images and sets, and reorder samples of new top sellers to keep content honest?
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Your Action Plan

1. Audit your catalog and shortlist commercial, decor-worthy images in one clear aesthetic
2. Check each image's pixel dimensions and set a safe maximum print size per image
3. Crop each image to one aspect ratio and plan a three-size ladder within it
4. Choose Printful or Printify, vet the provider, and order a sample of your top prints
5. Prepare print-ready files in sRGB at full resolution with subjects clear of the wrap
6. Connect Etsy or Shopify and build your first products with true-scale room mockups
7. Price every product with the full-cost-stack formula so margin survives all fees
8. Write search-led listings and assemble a cohesive collection with a gallery-wall bundle
9. Set up Pinterest boards and pins linking to product pages as evergreen traffic
10. Run a sample-backed launch with a discount, gather reviews, then keep a weekly and seasonal rhythm

