

10 Ways to Sell More From Every Gallery

A practical checklist to help you make more from the shoots you're already doing.

We've brought together 10 simple ways to get your galleries ready to sell, along with a setup plan to help you work through them.

Save it, print it, and check things off as you go.

Your Gallery Selling Checklist

1. Turn on your store

Make sure clients can shop directly from every gallery you deliver, not just view and download their photos.

- ☐ Enable your gallery store
- ☐ Check your store settings for new galleries

2. Refresh your price list

Keep your pricing up to date and make sure clients can choose from both digital files and physical products.

- ☐ Review your prices
- ☐ Check your digital and physical product options

3. Choose your prints and wall art

Keep your product selection focused so clients can easily find something they love.

- ☐ Choose your core print sizes
- ☐ Add a selection of wall art

4. Help clients picture their prints

Use room views and framed previews to show clients what their photographs could look like beyond a screen.

- ☐ Review your room views and framed previews
- ☐ Choose images that work well as wall art

5. Highlight your Featured Products

Make your recommended products easy to find rather than asking clients to browse the entire catalog.

- ☐ Choose the products you want to promote
- ☐ Set up your Featured Products

6. Set up Smart Upsell

Encourage clients to add a little more to their order with simple spending incentives.

- ☐ Enable Smart Upsell
- ☐ Set your spending tiers and discounts

7. Create simple packages

Bundle prints, wall art, and digital files into clear options that make buying easier.

- ☐ Review your existing packages
- ☐ Create or update your product bundles

8. Offer a little help with ordering

Some clients appreciate guidance when choosing their favorite images, print sizes, or wall arrangements.

- ☐ Identify sessions that could benefit from assisted ordering
- ☐ Offer a short ordering call or appointment

9. Make more of your digital files

Offer digital collections and full-resolution packages instead of relying only on individual downloads.

- ☐ Review your digital file packages
- ☐ Consider video downloads where relevant

10. Get ready for holiday sales

Prepare your products now and give past clients a reason to revisit their galleries for gifts and prints.

- ☐ Build or update a Product Builder template
- ☐ Refresh past galleries and check their price lists

Your Selling Setup Plan

Work through the checklist in stages, at your own pace.

Stage	Focus	Action	Check
Stage 1	Get set up	Portfolio, pricing, and packages	
Stage 2	Show what's possible	Print previews and Featured Products	
Stage 3	Grow each order	Smart Upsell, packages, and ordering support	
Stage 4	Get holiday-ready	Digital collections, Product Builder, and past galleries	

That's it. 10 things to check now, so every gallery you deliver has the chance to do a little more for your business.