

Opening slide:

Printed Photo Organizing Made Easy. A complete guide for managing your printed photo collection.

Introduction

PAUSE

Start:

Welcome to Printed Photo Organizing Made Easy. The purpose of this course is to help families who are overwhelmed with a lifetime of printed photos, slides, negatives, home movies, and memorabilia. We'll teach you how to gather, sort, organize, digitize, backup and best of all, creative ways to relive and enjoy your family photo collection.

If you are thinking you are the only person who has boxes and bags of printed photos, think again.

1.7 trillion paper photos... that's how many printed photos are estimated to exist in the world!

1.7 trillion photos....of family vacations that bring back memories of days at the beach or hikes in the mountains. Pictures of your parents or

great-grandparents. The traditional 'first day of school' photo along with photos of weddings, births, and graduations. Mixed in your collection are funny photos of old hairstyles, cars you drove, places you have lived and friends you haven't seen in years — all of this is a tapestry of your life.

The good news is this course will solve your photo chaos problem because we will teach you a step by step, proven method of organization, used by professional photo organizers around the world.

I am Cathi Nelson, CEO, and founder of APPO - the Association of Professional Photo Organizers. "APPO" is a community of professional photo organizers who surfaces the best insights, innovations, and tools to help individuals, families, and organizations manage their photo & video chaos. Established in 2009, we are the voice of authority in the photo organizing industry, and have been recognized as such by many national and regional magazines and news outlets in addition to various online publications. We provide resources and education designed to advance the skills for those in the professional photo organizing business. We have compiled the best information from our many years of experience to address the most common needs people have when organizing their printed photos, slides, negatives, and home movies.

The 5 additional lessons are provided in an on-demand format that allows you to view this material 24/7, as often as you need. In addition, you will be

given access to our private facebook group, where you can ask questions in real time and get answers from experts.

Our community of professional photo organizers has worked with hundreds of thousands of clients, just like you. We rely on them for their expertise and guidance throughout this course.

In Lesson 2, we build the foundation. We have some prep work to do before you jump in. We'll help you create a plan that includes an inventory of your collection, a family timeline, a list of the supplies you need and a project plan assuring you will get this job done.

In Lesson 3, if you are an average family, you have over 10,000 printed photos. We'll share easy to follow strategies for sorting, culling, cataloging and archiving your printed photos and memorabilia.

Lesson 4 is all about scanning and digitizing. We'll discuss the pros and cons of doing it yourself vs using a service. You'll better understand scanning terms, types of scanners and the importance of scanning an organized collection. You'll come away with valuable tips for scanning and digitizing including how to handle slides, negatives, memorabilia and your home movie collection.

In **Lesson 5** we'll talk about ways to archive and store your physical collection and how to backup your newly digitized images. This is critically

important because it will ensure you preserve and maintain all the work you've done.

In **Lesson 6** , you'll understand why we like to say that organizing is really just a means to an end. The ultimate joy of this process is the ability to access, share and enjoy your family photos again! Your photos can tell stories in many ways, from photo books to slideshows to wall galleries in your home. We will explore new ideas and fun ways to showcase the work you've done.

And last, but not least is our **Bonus Section**, filled with resources to support you throughout the course. We offer forms and guides that you'll download or watch in this section plus we've provided a resource guide filled with product recommendations. Finally, our Super Savings section contains hundreds of dollars in discounts for products and services from the companies we know and trust.

This completes the first lesson and our introduction to Printed Photo Organizing Made Easy. If you're ready to tackle this problem once and for all, with folks who are here to support you, then today is the day to order this course. If you've already jumped in, then you're ready to move on to Lesson 2. — let's get started!

PAUSE AND STOP RECORDING

