

“ My business is creating images so this book is the perfect tool to show what I’ve done. I’ve phased out the traditional portfolio in exchange for iPad visibility and that’s where the ebook comes in handy.”

Roy Ritchie, Photographer



Roy Ritchie Photography & Blurb



Tool:

Adobe® Lightroom®

Format:

Small Square, ImageWrap

Size:

7x7 in (18x18 cm)

For Detroit-based photographer Roy Ritchie, it was a dream assignment. A creative agency with a print and broadcast campaign for GMC wanted him to capture images that told the story of the connection between truck and driver. The results were evocative and rich—and they represent some of Ritchie’s favorite work. In addition to using the images on his website, he decided to showcase them in a Blurb book and ebook.

From Dream Assignment to Stellar Portfolio in Print and “e”

Knowing that he wanted to mail the book to prospective clients, Ritchie chose Blurb’s 7x7-inch, softcover format. He also created an ebook of the work so that he can carry it with him wherever he goes. That also allows him to get the book in front of someone—anywhere in the world—instantly and affordably.

“ The ability to create, modify, and upload books and ebooks in a quick time frame using Lightroom—a workflow tool I already use—is huge. It frees me to take care of other elements of my business.”

Roy Ritchie, Photographer



Blurb and Lightroom—a dynamic duo to create books and ebooks

In the past, Ritchie had explored other book-making options but he found the creation process tedious and time-consuming. Not so with Blurb. Like many photographers, Ritchie uses Adobe® Photoshop® Lightroom. Using the Blurb Book module built into Lightroom, he was able to use his image library to sequence, edit, create, and upload his book from Lightroom directly to Blurb.

A Small Investment for a Big Pay Off

Given that the commission for advertising campaigns and print ads can be several thousands of dollars in fees, Ritchie knows that his Blurb book is a smart promotional tool that can play a big role in winning business. “The return on investment can be very good if I get my book and ebook in front of the right people,” says Ritchie.

For more examples of business books made with Blurb, visit: Blurb.com/business

About Blurb®

Every company has a story to share with their customers. Blurb® is a creative publishing platform that unleashes the creative genius inside everyone. Blurb's platform makes it easy to design, publish, market, and sell professional-quality books, catalogs, and magazines in both print and digital forms. Through its bookstore and online marketing tools, Blurb enables businesses to sell and share their work.

Founded by Eileen Gittins in 2005, Blurb includes a team of design, Internet, and software veterans who share a passion for helping businesses bring their stories to life. To date, Blurb has shipped over 6.5 million books to 70 countries. In 2010, Blurb was ranked the fastest growing media company on the Inc. 500. Blurb is based in San Francisco with an office in London.