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presenting albums so that it makes sense to clients and then shows you how to create an awesome design consultation so that everyone feels excited and inspired to have their story in print.

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Kathleen: I started creating digital photo albums for clients in 2009. My first real client asked me to scan all her printed photos and then compile all those photos into books – that was about eight books!

Rachel: I have been designing photo albums as a business since 2010. My very first album was a scrapbook that I made

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The Business of Design debunks the myth that business sense and creative talent are mutually exclusive, showing design professionals that they can pursue their passion and turn a profit. For nearly thirty years, consultant Keith Granet has helped designers create successful businesses,

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