

“ We’d been looking for a nice, sleek portfolio solution that we could take along on new client consults and the book idea was perfect. Having our Blurb book with us on-site as we talk with clients lets us go into detail about the projects we’ve done.”

Ive Haugeland, Principal



Shades of Green & Blurb



Tool:

Blurb BookSmart®

Format:

Large Square, ImageWrap

Size:

12x12 in (30x30 cm)

Ive Haugeland, a principal at Shades of Green Landscape Architecture, first came upon the idea of making a book when a client sent her a Blurb book as a thank-you gift. “The book had before, during, and after photos of their garden,” says Haugeland. A light bulb went off, and Haugeland realized that Blurb might be the answer to effectively showcasing the firm’s work during face-to-face meetings.

Landscape Architecture Firm Grows Business with Blurb

Haugeland says that prospective clients usually contact the firm once they’ve seen the Shades of Green website. After that first contact, the Blurb book plays a critical role. In addition to being a great on-the-go portfolio solution, the book also prompts ideas and input from prospective clients. The book allows Haugeland to discuss ideas with clients in context and reach alignment more quickly.

“ I can point to projects in the book that pertain to their property,” says Haugeland. “They might have a slope or want an outdoor kitchen. With the book, I can show them examples of what’s possible.”

Ive Haugeland, Principal



Cost-Effective Solution that Wins Work

Best of all, the book has won the firm many new projects, several of which have brought in revenues worth tens of thousand of dollars. Haugeland feels that the book has more than paid for itself both in projects won and costs saved. “Photographing our finished projects is a high priority for us,” says Haugeland. “Being able to use those images in our book, as well as using them on our website and for design competitions, allows us to get the most out of our promotion budget.”

High Quality and Easy to Update

The Shades of Green book was made using Blurb’s plug-in for Adobe® InDesign® and Haugeland loves the idea that the flexibility of the Blurb platform allows her to update the book with new images and order copies as she needs them. She says that the finished product is so professional that clients have even asked to buy copies. “Our books look so good that a few have gone missing at design shows,” says Haugeland. “I’m thinking that somehow even that will lead to new business!”

For more examples of business books made with Blurb, visit: [Blurb.com/business](https://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.