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*your photos deserve
more than a shoebox* ♥

THE PHOTO JOY ROADMAP

5 Easy Steps to Getting Your Photos Under Control

A Simple, No-Overwhelm Plan for Organizing Your Print Photos, Photo Albums & Framed Photos



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BEFORE YOU BEGIN

This Guide Is About Your Physical Photos

Loose prints in shoeboxes. Albums stacked in a closet. Framed photos on the wall or wrapped up in a moving box. If it's something you can hold in your hands, this guide is for it.

(Digital photos on your phone, computer, or old hard drives are their own project — ask me about that one separately.)

The 5 steps below don't require any special skills, software, or scanning equipment — just a little time and a simple system. Work through them in order, at whatever pace fits your life, and by the end you'll have decades of memories organized into something anyone in your family could pick up and understand.

1

Gather Everything in One Place

Every print, album, and framed photo — into one spot.

2

Sort by Decade

Divide the big pile into manageable decades.

3

Sort by Year, Then by Event

Turn each decade into its own mini filing system.

4

Build Your "Who's Who" List

Capture the names before they're forgotten.

5

Call In Backup Anytime

Hand off the rest of the project whenever you're ready.

**Prefer to Skip Straight to Done?**

Step 5 explains how you can hand this whole project to me at any point — even before you've sorted a single photo.

STEP 1 **Gather Everything in One Place**

GOAL See everything you're working with — in one spot, once and for all.

Start by collecting every loose print, every photo album, and every framed photo from around the house — closets, attics, basements, drawers, that one cabinet nobody opens. Put it all in one place: a single box, or a few boxes if that's what it takes.

You don't need to sort anything yet. You don't need to take photos out of frames or albums. Just gather.

Why This Step Pays Off

It's easy to underestimate a project you've never actually seen all at once. Photos scattered across five different closets feel endless and unfinishable. The same photos gathered into three labeled boxes on your dining room table feel like a project with an end date. Gathering everything in one place is the single step that turns "someday" into "in progress."

**Jerry's Shortcut — Skip the Sorting Entirely**

Honestly? If gathering everything into boxes is as far as you want to take this yourself, that's more than enough. I can come pick up your boxes exactly as they are — no need to sort, label, or clean anything up first — and take the rest of this off your plate for good.

STEP 2

Sort by Decade

GOAL Turn one overwhelming pile into a handful of manageable ones.

Once everything is gathered, start dividing it into decades — the 1950s, 1960s, 1970s, 1980s, 1990s, 2000s, and so on. Dedicate one labeled box (or a clearly marked pile) to each decade. Photos from the 1970s go in the 1970s box, photos from the 1980s go in the 1980s box, and so forth.

Don't worry about getting every photo into the exact right decade on the first pass. Clothing, hairstyles, the style of the photo paper, and the events themselves are usually enough to make a confident guess. Rough is fine — you can always fine-tune later.

**Albums & Framed Photos Work a Little Differently**

If an album already covers one clear stretch of time, you can leave it intact and simply label the outside with its decade — no need to pull it apart. For a framed photo, a sticky note on the back with a decade is all you need for now.

A Little Momentum Goes a Long Way

This is usually the step where a project starts to feel real. A single unsorted mountain of photos becomes six or seven boxes you can see across the room — each one a decade of your family's life, waiting for the next step.

STEP 3

Sort by Year, Then by Event

GOAL Turn each decade box into its own mini filing system.

Now go one level deeper. Within each decade, separate photos by individual year. And within each year, group them by event or occasion — anniversaries, birthdays, Thanksgiving, graduations, vacations — plus one catch-all group for everyday, non-event photos.

Use Index Cards as Dividers

Write the decade, year, and event on a plain index card, then slide it in front of the matching group of photos. For example:

- 1980s → 1984 → Christmas
- 1980s → 1985 → Ashley's Birthday
- 1980s → 1986 → Family Vacation (Cape Cod)
- 1980s → 1987 → Everyday / Other



Why Bother With Themes?

When you're done, each box reads like a table of contents for that decade of your family's life — instead of just a decade's worth of loose paper. It's what makes the next step (labeling names and, eventually, scanning) so much faster.

STEP 4 Build Your "Who's Who" List

GOAL Make sure the names don't get lost along with the photos.

As you sort, you'll come across faces — some you recognize instantly, some you're not so sure about anymore, and some your kids or grandkids will never be able to name on their own. While the photos are already in your hands, take a few minutes to jot down the names of family members and friends who appear.

This list becomes your reference key. Whether you write captions directly on the back of prints, add notes inside an album, or eventually tag photos digitally, you'll have the names ready to go instead of trying to reconstruct them from memory years from now.

For Each Photo or Group, Jot Down:

- **Who's in it** — first and last names, and how they're related.
- **Approximate date or event** — even a rough year or occasion helps.
- **Anything worth remembering** — a place, a story, an inside joke. These small notes are often what future generations treasure most.

**Don't Know Everyone? That's Normal.**

Leave a question mark and move on. Between your list and other family members filling in gaps later, most faces eventually get names attached — but only if someone starts the list.

STEP 5 **Call In Backup, Anytime**

GOAL Know exactly who's on the other end of the phone when you're ready.

If at any point this starts to feel like too much, that's completely normal. You don't have to finish this alone, and you don't have to wait until you're "done" sorting to reach out. Whether you've gathered one box or organized twenty, here's who picks up when you call.

**MEET YOUR PHOTO MANAGER****Jerry Maurer**

Jerry Maurer is the owner and **Certified Photo Manager** at Photo Fly Memories, based in New York. Photo management isn't just a service he offers — it's personal. Jerry treats every family's photographs the way he'd want his own treated: with real care, patience, and TLC, not just efficiency.

That care shows up in the details. Jerry wears black nitrile gloves — the same kind used in museums — whenever he handles your original photographs, prints, and albums, protecting fragile prints from oils, moisture, and everyday wear. It's white-glove service, literally.

Helping families rescue their photos is Jerry's passion, not just his profession. He started Photo Fly Memories after watching too many families get paralyzed by "Photo Stress" — the quiet guilt of knowing decades of irreplaceable memories are fading in boxes, damaged by time, or at risk of being lost for good. Every project gets his full, personal attention: Jerry works with only **2–3 families a month** so your photographs, and your family's story, get the white-glove treatment they deserve.

Certified Photo Manager**White-Glove Service****Museum-Quality Handling****2–3 Families / Month**

YOUR NEXT STEP

Call Me. That's All You Have to Do.

I know this can feel like a daunting task, but you don't have to figure it out alone. Whether you've finished all 5 steps or haven't started, pick up the phone, send a text, or grab a spot on my calendar — I'll take it from there.



CALL OR TEXT JERRY **646-799-3996**



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ONLINE SCHEDULING

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I am excited to meet you on our call! 🙌