



Hartfelt Senior Style Rep Details – 2011-12
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Senior Style – What's your style?

Benefits

- Free Rep Session (required) & optional Free Full Session (not required, but nice bonus!)
- \$25 Referral Credit for each referral (Credits are valid on orders placed before 11/30/11. Credits are awarded when the session retainer is received from the new client.)
- Web-sized proofs for Facebook and other social media websites (20 images after 1st session, and every image ordered after sessions are completed)
- Slideshow for posting online or loading onto your iPod
- Complimentary Model Book with five (5) referrals

Policies

- Rep Session to be completed by June 10/11
- Optional Full Session to be completed before 9/30/11
- Referral Credits are accumulated through 10/31/11
- Orders must be placed by 11/30/11
- \$100 security deposit is due at the Rep Session (the full amount is applied to your order)
- If the Model Book is not earned by 10/30/11, it must be returned or purchased by 11/30/11
- You may not promote any other photographer or studio (including on facebook or you will be removed from the program) or accept a representative position from another photographer or studio during your participation in this program.
- The purpose of this program is to promote Hartfelt Images by Natalie Senior Style. You are responsible for generating referrals to earn your Rep Benefits.
- A referral is any student that states your name as the referring Rep, and qualifies as a referral when the session retainer is received from the new client.

Procedures

- After acceptance into the program, the Rep Session is completed asap.
- At the time of your first session, a \$100 security deposit is due to release your Rep Cards and Memory Book. The entire amount is applied to your invoice when your order is placed.
- The images from your Rep Session are completely retouched and published in an online gallery for you to share with family and friends. You then receive your Rep Cards, Memory Book, web-sized proofs, and slideshow.
- Refer people. Show your Memory Book to everyone and pass out your Rep Cards! Show off your images and slideshow on Facebook or other social media websites. Tell other students how fun and relaxed your session was and what else you liked. The best time to pass out your Rep Cards is when your friends are excited and looking at your pictures. Rep Cards can be given to 2012 Seniors at any school – not just your own. If they ask about prices, you can tell them there are a variety of packages to choose from, and if they have other questions, just have them give me a call or email me.
- If you choose, you may schedule a complimentary Full Session any time before 9/30/11.
- I'll track your Referral Credits and other Rep Benefits earned through 10/31/11. Your order must be placed before 11/30/11. If you choose to place your order before 10/31/11, you may apply any Referral Credits and Rep Benefits earned up to that point. Any additional earnings may be applied to an additional order to be placed before 11/30/11.
- To complete the Rep program, I ask that you find at least five (5) people from the Class of 2013 Seniors to recommend for next year's Rep program.