



Tails of Love Photography

2011 FURRY FRIENDS REP PROGRAM

Want to get cool photos of your pet for extremely discounted rates?
Want to have some great images for Facebook, and your MySpace portfolios?
Want to get free prints, photo albums, and more?

Introducing

TAILS OF LOVE PHOTOGRAPHY'S FURRY FRIENDS

Tails of Love Photography is now seeking pet representatives for 2011! If you have a dog, cat, or pretty much any type of pet who might like to be a Furry Friend, here's what you need to know.

If accepted, you will be representing Tails of Love Photography and telling your family & friends about our Pet Sessions throughout 2011. For every friend you refer us to, you will receive special discounts on your print orders.

In order for your pet to be a Furry Friend, they (or you) must:

- Have lots of personality and show it in front of the camera.
- Have basic skills (such as sit, down, stay).
- Live in Chicago or a 30 mile radius.
- Be available to have one session completed by March 31, 2010.
- Agree to tell your friends and family about Tails of Love Photography and share your portraits with them.
- Sign a model release form.
- Agree to represent ONLY Tails of Love Photography.

As part of our Furry Friends program you will receive the following:

- Free photo session(s). Photos may be completed in one session or several sessions at Tails of Love's discretion. Several locations may be used.
- The opportunity to earn print credits (or cash) for every person you refer to Tails of Love for pet portraits. (Oh, and your family and friends get perks too!)
- 45 personalized referral cards to give to family and friends with your pet's name and portrait, and our business information.
- Custom mini accordion album with up to twelve photos.
- Several of our favorite photos as low-resolution files to share on social networking sites like Facebook, Myspace, or Blogs (with our logo on them).
- A digital slideshow on your Facebook, Myspace, and Blog pages.
- Discounts on your print order. Discounts apply to orders purchased before expiration date of gallery. Some exclusions apply.

Referral Discounts

\$20 print credit for every referral*

After each of the specified referrals you will receive:

- 1 Referral: 20% off all print and product purchases**
- 5 Referrals: 12x12 Storyboard Print (Total Gift Value of \$190)
- 10 Referrals: 10x20 Float Wrap (Total Gift Value of \$440)
- 15 Referrals: 10x10 Custom Layflat Book (Total Gift Value of \$725)
- 20 Referrals: Custom Framed 11x14 Print (Total Gift Value of \$1000+)

*\$10 cash can be substituted for \$20 credits

**20% discount does not apply to digital files or frames.

***Credits may be used as accumulated or saved until end of program. Cash will be paid out within 30 days of the end of the 2011 program. Furry Friends reps will be notified every time they pass a referral level (1, 5, 10, 15, 20).

When your referrals book a paid session and bring in your Rep Card you will receive the above mentioned discounts according to the amount of referrals you bring to us. These referrals can include anyone who books the following sessions: Mini, Standard, Deluxe, Ultimate, The First Year, Day in the Life.

You will receive your Rep Cards by April 15, 2011.

You only receive credit for referrals earned before your Furry Friends 2011 Program, which runs from your session date to January 31, 2012.

Any referral cards used between the time your session is complete and January 31, 2012, will be kept and you can order additional products or prints with your credits.

If accepted, you will be representing Tails of Love Photography and telling your friends about our Pet Sessions throughout the year.

Your friend or family member must present a referral card in order to be eligible. All referred friends and family will receive 10% of their session with a valid referral card. Your participation in the program will not only introduce you to a fun, modern approach to personalized photography, but also a way to earn incentives toward your session for pet portraits at little or no cost.

Terms and conditions are listed below for all Furry Friends Representatives. The first photo session must be completed by March 31, 2011 and all additional sessions need to be scheduled by July 1, 2011. Pet owner must sign a model release, allowing us to use your images for advertising purposes. A valid Furry Friends Rep Referral Card must be presented by a referred friend or family member in order to receive any credits toward prints. Credits will only be issued when a referred friend or family member's session is complete and all fees are paid in a timely manner by the referred client. The program is first come, first serve, so act fast if you are interested.

YOUR SESSION

Your sessions will be fun experiences that are meant to show variety. We want to show as many styles as possible. Don't forget about your pet's favorite toys and activities. We are only limited by your creativity. Bring along clothes, costumes, toys, beds, anything. We will be discussing all the details in your pre-shoot consultation. Please feel free to make suggestions about poses and locations. If there is a particular look you would like to imitate, bring it along.

TIMELINE

Dec. 18, 2010 - Apply to be a Furry Friend
Jan. 15, 2011 - Furry Friend Reps will be chosen
Mar. 31, 2011 - Have pictures taken for rep cards
Jul. 1, 2011 - Have all pet sessions scheduled
Jan. 31, 2012 - 2011 Furry Friends Program ends
Feb. 28, 2012 - All orders completed and credits used

AFTER YOUR SESSION

I will call you about two weeks after your final session to schedule an appointment for me to drop off your rep cards and mini accordion album.

MY CREDENTIALS

I am a member of the Professional Photographers of America, Wedding & Portrait Photographers International, and Pet Photographer of America Alliance. I continue my education in photography by attending seminars, workshops, and schools to learn the newest and best photographic techniques.

TO APPLY

Please click on the apply link on our home page:
www.tailsoflovephoto.com or email
jess@tailsoflovephoto.com.

PROMOTION

Please show your photos to everyone! Some of your friends will like certain styles, and some will prefer others. That is why variety is so important. As you show the book to your friends, freely pass out your business cards and ask them to consider Tails of Love Photography for their pet portrait experience.

Tell them about the variety of photographs I can take of them, both indoors and outdoors and share with them ideas you've seen. You can even suggest that they have their portraits done in a certain style or with a particular prop. When you are asked about cost, just refer them to me - that's the good part! Stress the fact that *you get what you pay for*.

Remind them it is critical that they bring your photo business card with them when they come in for their session or pre-shoot consultation. No card = no credit! This is my way of knowing that you are doing a good job and evaluating the effectiveness of the Furry Friends representative program.