



*senior
model
program*

*Senior Model
Program Handbook*



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What is a Hoffman Photography Senior Model?

Being a Senior Model is the ultimate experience in senior portraits. As one of the Hoffman Photography Senior Models, we want you to have the very best of everything we do. As one of our Models, you'll receive exclusive Model benefits that no one else receives. When friends ask you about our studio, we want you to have the most amazing images to show them as well as your experience to share with them.

Rules of the Game

To receive your Senior Model benefits, you only need to complete a few things:

- ❑ Complete our Senior Model App
- ❑ Come in with a parent to the Senior Model Meeting on Feb. 3 @ 3pm or Feb. 12th at 7pm
- ❑ Provide a list of 20 students from the class of 2019 with email addresses
- ❑ Provide a list of 20 students from the class of 2020 (who would be great senior models next year!) with email addresses

Senior Model Schedule

Senior Model Information Meeting

February 3rd, 3pm OR February 12th, 7pm
Hoffman Photography Studio
2620 Grovenburg, Lansing, MI 48911

Senior Model VIP Card Portrait Session

February 17th, 2019, Hoffman Photography Studio. Individual times will be scheduled during the Information Meeting.

My session is at: _____

Class lists are due at this photo shoot!

February - June

Schedule a Model Elite Session for your full senior portrait sitting

Tell all your friends how much you love

working with Hoffman Photography

Rack up credits towards FREE prints and custom senior images

Participate in our social media campaigns to win bonus prints and other prizes

Have your Premiere Session to order your amazing senior portraits!



What's in it for you?

What's better than amazing senior portraits? Amazing senior portraits at a great deal! (Just ask mom, she loves a good deal.) By participating in the Hoffman Photography Senior Model Program, you get the best of both. Here's what's in it for you:

Bring your 2 class lists to the
VIP Card Portrait Session

get

24 VIP Cards, 3 Watermarked Social
Media Images & a FREE 8"x10" print
and your Model Elite Session (value \$450)

For each friend who books a
senior portrait session with
reservation fee and places an order

get

all kinds of perks, see full list on back

Have the most paid senior
portrait referrals

get

\$100 CASH!!!!

Participate in our Facebook
and Snapchat campaigns

get

Fun prizes, free prints & bragging
rights

Refer 3 friends to be Senior
Models

get

A FREE Model Look Book with some
of your favorite images (value \$250)

Bonus for your friends!

When your friends drop your name when scheduling their senior portrait session, they get a free 8" x 10" print! Grandma will love it!

Make the Most of Your Senior Portraits!

Senior portraits are one time when it's important to put your best foot forward. These images will spend many years hanging in your living room, taped to Aunt Marsha's fridge and in every scrapbook your mom puts together. You want to look nice, we promise. Here are some ideas to help:

- Clothing color & style make the difference. Consider background and your skin tones when selecting your wardrobe. Wild prints or too-trendy outfits can make your photos look dated.
- Session day isn't the time to debut a new hair style. Save the major haircut or color for the next day.
- Bring props that show your personality: athletic equipment, musical instruments, besties or other favorite items. Think outside the box for unique and memorable portraits.
- Have more questions? Ask your photographer! The Picture Lady has been making seniors look great longer than you've been alive. Hoffman Photography is happy to make recommendations, brainstorm ideas and make you feel comfortable and confident going into your portrait session.



Referral Rewards

1 Referral		\$50 print credit
3 Referrals	+	\$50 print credit & Free Gift Print OR Additional Free Social Media Image
5 Referrals	+	BFF Session with a FREE 8" x 10" print for each friend. Max of 5 people
8 Referrals	+	Free Sticky Album & Senior Banner
10 Referrals	+	Set of 24 Free Custom Grad Announcements
15 Referrals	+	\$100 print credit & DVD Slideshow with music & 5 Favorite Re-touched Hi-Res Photos on a CD

all perks are cumulative!

Legacy Referrals!

The fun doesn't stop when you graduate, get \$25 for all your future referrals who come in with a paid deposit, portrait session & portrait order.