# 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 Announcments

15 Referrals

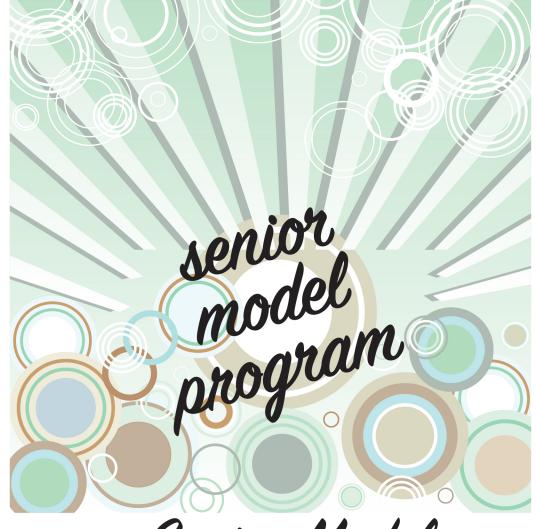


\$100 print credit & DVD Slideshow with music & 5 Favorite Re-touched Hi-Res Photos on a CD

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.



# Senior Model Program Handbook



2620 Grovenburg Road, Lansing, MI 48911 517.393.1058 www.1picturelady.com

### 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 recieve your Senior Model benefits, you only need to complete a few things:

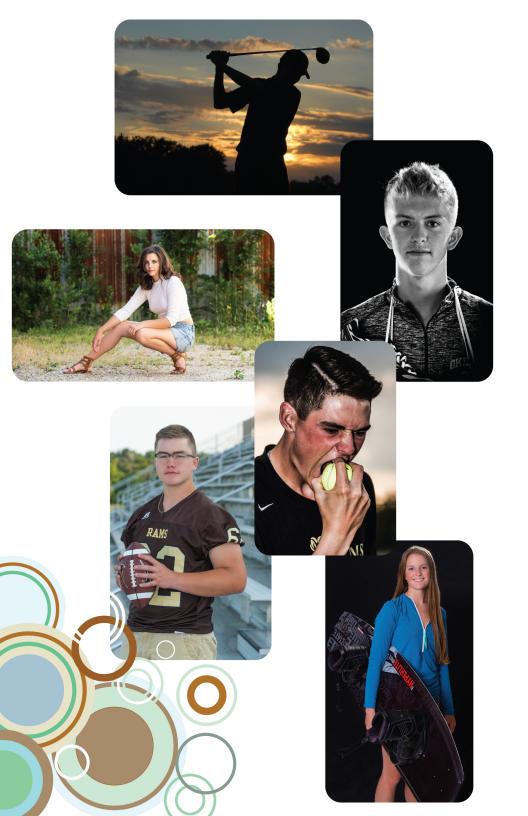
- □Complete our Senior Model App
- □Come in with a parent to the Senior Model Meeting on Feb 11th, 7pm OR Feb 22nd, 7pm
- □ Provide a list of 20 students from the class of 2021 with email addresses
- □ Provide a list of 20 students from the class of



#### 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.



## Senior Model Schedule

Senior Model Information Meeting
February 11th, 7pm OR February 22nd, 7pm
Hoffman Photography Studio

2620 Grovenburg Rd, Lansing MI 48911

Senior Model Spotlight Photo Shoot

March 1st, 2020, Hoffman Photography
Studio. Individual times will be scheduled during the Information Meeting

M۱	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 Spotlight Photo Shoot 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 deposit and places an order

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



Fun prizes, free prints & bragging rights

Refer 3 friends to be Senior Models



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!