

JUHL PHOTOGRAPHY AMBASSADOR PROGRAM

Juhl Photography is currently seeking Class of 2013 seniors from area high schools who are interested in representing Juhl Photography.

What is the Ambassador Program? The Senior Ambassador Program is a way for current juniors in high school to qualify for senior portrait perks, including, but not limited to:

- a free senior portrait session;
- special print order discount; and
- a chance to earn cash for every qualified referral.

What is Juhl Photography looking for in an Ambassador? Juhl Photography is seeking enthusiastic, responsible juniors with outgoing personalities from area high schools to recruit their family, friends and classmates to come to Juhl Photography for memorable senior portraits.

What does Juhl Photography want an Ambassador to do? In order to qualify for the perks that come with being an Ambassador, Juhl Photography wants someone who will:

- show off their senior portraits;
- actively promote Juhl Photography to family, friends and classmates;
- describe the awesome experience they had at Juhl Photography;
- convince *at least five (5)* family members, friends or classmates to visit Juhl Photography for their senior portraits;
- hand out their personalized referral cards, that will include an offer for *qualified* referrals to receive a free set of wallets, as well as 10% print order discount;
- explain the requirements that must be met in order for referrals to qualify and an Ambassador to receive credit, including:
 - referral must mention Ambassador's name when booking their session;
 - personalized referral card must be turned in at their senior portrait session;
 - senior portrait session must be finalized with the purchase and payment in full for print orders before **November 15, 2012**;
- Follow up with your referrals to make sure they are meeting the requirements stated above.

- Juhl Ambassadors will exclusively represent Juhl Photography and will not accept another representative position from another studio.

What perks does a Juhl Ambassador receive?

- FREE customized studio and outdoor Senior Portrait Session with makeover. (\$170 Value)
- FREE family session (\$55 value), can be scheduled at another time.
- FREE 20 page personalized 7x7 photo book (\$40 value) to show off the AMAZING pictures taken at your senior portrait session to all family, friends and classmates. Basic retouch included.
- FREE Facebook flash drive (\$55 value) With 10 basic retouched images resized for only use only.
- 25% print order discount on orders placed **no later than July 31, 2012.**
- Personalized referral cards at no charge.
- \$10 for each *qualified* referral.
- FREE one hour Senior Memories Session (\$79 value) to be done during April or May of 2012. This session can be entirely designed by you to memorialize your senior year.

How does an Ambassador receive credit for a *qualified* referral?

Personalized referral cards **MUST** be returned to Juhl Photography to ensure that an Ambassador receives credit. Only referrals that book sessions, purchase and pay for print orders in full before **November 15, 2012**, will constitute as a *qualified* referral and be credited to the Ambassador who referred them.

What makes a successful Ambassador?

- Make personal contact by phone, email or Facebook with family, friends and classmates.
- Get your parents involved! Proud parents are happy to show off their kid's beautiful photos.
- Stay in touch with your referrals, answer any questions they have, encourage them to stay on track so that *everyone* receives the benefits of the program.

We are currently accepting applications for Senior Ambassadors for the Class of 2013. If you are interested, here is what you need to do:

- Email Juhl Photography at juhlphoto@charter.net to receive an application.
- Fill out and sign the application, (be sure to have a parent sign, as well) and mail or drop it off to Juhl Photography at 205 E. Main Street, Watertown, WI 53094.
- ***ALL applications must be received no later than February 15, 2012.***
- Once an application is received, we will contact the applicant for a personal interview.
- After we have conducted our interviews, we will contact the students chosen to be Juhl Senior Ambassadors to begin planning for their portrait session.

If you have what it takes to become a Juhl Senior Ambassador, please fill out an application right away. All applications must be received by Juhl Photography no later than February 15, 2012.

Come have fun with us! Your senior year is an important part of your life. Let us help you create portraits that reflect who you really are and what makes you stand out from the rest. We look forward to hearing from you soon.

Juhl Photography

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