

# Imajing Referral Program

The majority of my client base is built on referral. A referral not only introduces great new clients to me, but is also a reflection of the confidence you have in my photography services. In appreciation of this, I am excited to announce the Imajing Referral Program!

## How does the program works?

When you refer a friend to Imajing and they hire me for a shoot (wedding, portraits, or an event), both of you earn print credits. They earn the credits because they were referred and you because you thought highly enough of me to tell others.

## What is a print credit?

A print credit is equivalent to an actual dollar-value, which can be applied to Imajing non-commercial services including prints, albums, and sitting fees. It cannot be redeemed for cash or transferred to another person. So if you earn \$25 print credit, you can redeem it for \$25 of prints, such as an 8x10 and two 4x6s.

## Who is considered a referral?

A referral is a new Imajing customer - someone who has not used Imajing for any services in the past. Commercial clients are eligible to be referred. A returning client is considered a 'self-referral' and would earn according to the 'You Earn' column below.

## Who can benefit from referring?

Any individual can benefit from referring. Commercial clients cannot earn print credits, but the individual who is my contact person can collect print credits and use the credit towards services such as a portrait sitting for their own family.

## When can I use it? What can I use it on?

You can use the print credit whenever you want. You could use it for more prints from a past shoot, you could use it for extra prints the next time I do a shoot for you, you can even use the credit towards the sitting fee of your next shoot.

## How many times can I earn prints credits?

There is no limit. The more you refer me the more credits you earn. However, you only earn credits for a new referral once. After that, your friend becomes a returning client and earns their own print credit.

## When does this start and end?

The official start date is May 1, 2007. I will notify people by email about the amount of their print credits. This program will be tested out over the next year. My goal is to have this program run indefinitely. Imajing reserves the right to end or change the program at any time.

## What earns me a print credit?

The amount of print credits you and your friend earn depends on what your friend books. See below.



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### Your friend books a

Wedding: Something Grand

Wedding: Something Classic

Wedding: Something Simple

Portrait Session

Events and Commercial work

### You earn

\$100 print credit

\$75 print credit

\$50 print credit

\$25 print credit

Case by case, depends on the size of the job.

### Your friend earns

\$75 print credit

\$50 print credit

\$25 print credit

\$10 print credit