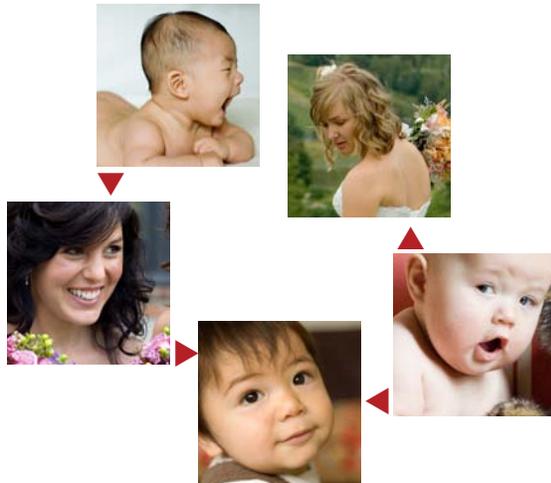


snapshots by Jing of Imajing Photography

May 2007

An exciting announcement
Gift promo for Mom and Dad
Looking your best
Snapshot Tip



Refer me once...

I am always grateful and excited to learn when a new client contacts me and tells me they heard of me through a friend. The majority of my client base is built on referrals, which 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!

Much like other reward programs, you earn points, in this case Imajing Print Credits each time you refer a new client to me. Unlike other programs, your friend ("the referral") also earns print credits! Print credits can be applied towards any non-commercial services, such as more prints from a past portraits session or wedding; or you can even apply your print credit towards an upcoming family portrait session!

You'll be updated by email each time your print credit balance changes. The nitty-gritty details to this program can be found at the very end of this newsletter and are also posted on my website, www.imajing.com



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Gifts for Moms and Dads

What's the most recent photo of you that mom has on her mantle? If you were wearing a cap and gown it may be time for an update! I may be making a sweeping generalization, but I'm pretty sure that all moms love photos of their children.

Mother's Day is on Sunday, May 13th. Give your mom, wife, or sister a gift she will cherish forever. You can surprise her with a print from a portrait session (print turnaround is a week so we would book a session in the next few days) or include her in the portrait session by giving a gift certificate.

While we are on the topic, Father's Day is Sunday, June 17th. Now would be the perfect time to book a portrait session in time for Father's Day.



Family portrait packages are \$225. I come to you, at a GTA location of your choice for an one hour session. The package includes a print credit of \$25. If your family portrait session is scheduled for May or June, receive an additional \$25 print credit!

And of course, the referral program is now in full effect - both you and your friend can earn print credits just by passing on this information!

Looking your best

Lighting, location, composition, helping you feel more comfortable, these are all things I worry about on your behalf as your photographer. There is one thing that is completely under your control, and that is your own appearance.

Whether this is your wedding day, corporate headshot or family portrait, there are a few things you can do with wardrobe to make sure you look your best for photos. If you're a bride - you should have your dress by now - you can skip this section :)

Patterns are distracting but layered clothing or a unique piece of jewelry can add interest. If you don't know what to wear bring a few outfits to your shoot and I can help you make a choice.



Author Maureen, who was already nervous about getting her photo taken, was also self-conscious about her shoulders. The shirt she selected was a beautiful shade of coral, but had a wide neckline. After a few shots, I asked her to change to a black top with a deep V-neckline (we were at her house), which draws attention away from her shoulders and focuses the viewer on her smiling face.

The Koolen's are a great example of coordinating without being too matchy-matchy. Ryan, Emily and baby Ella wore sweaters in



different shades of cream. The blue stripe on dad's sweater ties nicely with Ella's big blue eyes and denim overalls.

Snapshot Tip

Next time you pick up your camera, take advantage of the ambient light and suppress the flash. On most point-and-shoot cameras, you can access this option by pressing the flash button until you get a no-lightning-bolt symbol. You might get some blurring (the camera compensates for lower light levels by slowing the shutter speed). You can experiment with auto-settings like fireworks or night-scene for different results.

Streetlights and signs from a moving car - taken with my little Fuji F20 on fireworks setting.



Next Time

Stay tuned for next month's issue. I'll show you some examples of good makeup use and also share photos from my May weddings (if you're keen, check my blog by clicking on 'news' at www.imajing.com. I like posting my favourite shots from the day right away). Please email me with questions or suggestions about what you would like to see next time.

Imajing does not sell or share my client list. Your privacy is important to me. You are on my mailing list because you are either a personal contact of mine, or you have used Imajing in the past. To unsubscribe simply reply to jing@imajing.com with your request. Thanks.



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.

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.

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.

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

