

STUDENT AMBASSADOR
HANDBOOK

CRICCHIO STUDIO
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STUDENT AMBASSADOR GUIDEBOOK FOR EFFECTIVE REWARDS

SQUARE ONE:

One of the most important parts of a business is promotion and this is where you come in by preparing a list of names and addresses of the students in your class.

Here's How:

1. Do not use school files. The school has the legal obligation to protect the privacy of each student. Therefore, you must use other methods for gathering the address information.
2. Student Directories may be an easy answer if available in your school system.
3. Class yearbooks can provide a names list. Then by working as a team, and splitting the alphabet, you can use a phone directory and zip code directory to help create a mailing list.
4. Circulating a list, in either homeroom or a free period that allows a student the right to request information, is a good way to collect names.
5. Circulating and later collecting student information cards is also a good way to collect names.
6. The assimilation of your schools' mailing list is very important. You don't want to leave anyone out; so, be thorough.
7. We will provide a master list of student names as a beginning point for assimilating your final list.

WHAT YOU RECEIVE:

For securing the best possible mailing list from which you and the studio can work with all year, you get the following:

\$00.10 per name reviewed for accuracy on master list.

\$00.25 per name submitted that is not on master list.

\$10.00 Cash Bonus if you secure the information for 1/2 of your classmates in one week.

\$10.00 Additional cash bonus if 100% of your class directory is completed in one week.

PLEASE ALPHABETIZE YOUR CARDS AND LISTS.

WHAT YOU RECEIVED.....continued

Pictures

You will be photographed and given a folio set of your photographs to show your classmates. This will help you sell the promotions from which you will receive your commission.

MODEL RELEASE

A model release signed by the student representative and their parent/guardian will be required before participating in this program. (See page 5.1)

REWARDS OF GOAL SETTING.....

You will be rewarded for your efforts.

Each time a "Promotional Card" with your signed name on it is used by your classmates and a minimum order of at least one 8x10 is placed you will receive the following credits:

1. For each of the first 15 referrals that use a Promotional Card, you will automatically receive \$5 credit toward your Senior Portrait Photography. This will be credited to your account. A value equal to \$5.00 per sitting for a total value up to \$75.00.
2. For the second 15 referrals that place an order, you will receive \$10.00 cash bonus per order. This \$150.00 cash award will be paid upon completion of this second group of 15 orders. (Order number 30)
3. For the next 20 referrals that place an order, after the first 30, you will receive \$12.00 cash bonus per order. This \$240.00 cash award will be paid upon completion of this group of 20 orders. (Order number 50)
4. For each referral over 50 that places an order you will receive a \$15.00 cash bonus per order. This \$750.00 cash award will be paid upon completion of this group of 50 orders. (Order number 100)

The **first** Ambassador to reach 100 sittings or more that places a minimum order of one 8x10 will receive a **\$500 scholarship** to Lamar University as a grand bonus.

Example of awards:

200 names @ \$00.10 each	= \$ 20.00
15 Sitting cards/orders @5.00	= 75.00*
15 Sitting cards/orders @10.00	= 150.00
20 Sitting cards/orders @12.00	= 240.00
<u>50</u> Sitting cards/orders @15.00	= 750.00
Scholarship bonus for 1st 100	= 500.00

Total value \$1,735.00	

* Applied toward your senior portrait order.

Tips for Ambassadors:

1. Call your classmates at home who have not made appointments.
2. When you know a friend has an appointment, suggest that they take a friend with them to share the photography session. (Be sure that you give them a promotion card with your name on it to receive credit)
3. Write a letter or postcard to your friends, making comparisons of Cricchio Studio photography with others.
4. Ask your friends if they got a particular mailing and special offer.
5. Talk about variety, posing and props that Cricchio studio has to offer.
6. Tell them about our goal to give them the best portrait that they have ever had.
7. Tell them that we offer other special promotions such as Wallet sales, Friends Special and Family specials.

What about your photography.....

This is a fun photography session that is meant to show all the ways that you can be photographed. Borrow clothing, show as many styles as possible. Remember your hobbies and other interests beside school. The more unusual props that you bring, the more variety we can add to your photographs.

Be creative, offer suggestions to us, give us your ideas for what you consider to be good. If you are interested in modeling, include an outfit for the fun of it. Example - shorts, swim suit or contemporary styles. What we do for you at this session is going to be your tool to sell; so, include as much variety as possible.

PROMOTION.....

Show your folio set to EVERYONE. Some of your friends will like certain styles and some will prefer others. This is why variety is so important in your clothing. As you show your friends, freely pass out your promotional cards and ask them to consider Cricchio Studio for their Senior portraits.

If they are on the mailing list, tell them that they will get additional information at home for their parents to consider.

PERMISSION TO USE PHOTOGRAPHY Release No. _____
Date _____

I am (am not) of legal age. For good and valuable consideration, the receipt of which is hereby acknowledged, I hereby authorize CRICCHIO STUDIO to take photographs of me and/or my property and authorize him and his assigns and transferees to use and publish the same (including use and publication with my name, no name, or fictitious name, use in the form taken or with intentional or unintentional alterations, and use in the purpose of publicity, illustration, commercial art, and in the advertising or any product or services).

Copyright

As creator of your photographs, Cricchio Studio, under the protection of Federal Copyright Law, owns all rights (copyrights) to these works. As the copyright owner, Cricchio Studio has the exclusive rights to reproduce your photograph. Therefore, it is illegal to copy or reproduce your photographs elsewhere without written permission from this studio.

Violators may be sued for copyright infringement.

Signed _____

Address _____

Witness _____
Parent or guardian (if not legal age)

