



## Professional Photographers: Working with Tiny Prints Overview

As a professional photographer, there are several ways you can work with Tiny Prints. Here is a quick overview of your main options:

1. **Affiliate Program:** Commission Only
2. **Storefront:** Commission + Photo Credit + Vanity URL + Ability to Showcase Your Favorite Cards

Please review the “Ways to Work with Tiny Prints” section below to learn about how our Storefront and Affiliate Program works. Over the years, we have come to understand that professional photographers have different needs and business models. We try to be very upfront about what our program does and does not do so that you can make the best decision for your own business. We do believe that our program offers the best opportunity for photographers to leverage their time and maximize income by focusing on the photography rather than card design and fulfillment.

### Understanding How Our Tracking Works

In all cases, in order to receive proper commission, you or your client must use an affiliate link or visit your Storefront before placing an order. The computer that places the order must have the cookie set. Commission tracking is not related to Tiny Prints customer accounts.

### Note on Photo Attribution:

Please note that in the card review process, we let customers know there is a photo attribution, and also allow customers to remove this. We provide the option to remove the photo credit because some customers may not have worked with the photographer but will visit their Storefront which triggers the credit, or some may not have the expectation that this will be included on their card. Tiny Prints customers who place orders have the ultimate control over their cards, so please make sure that your clients understand how this program works and what to expect. The inclusion or removal of the photo credit is ultimately between the photographer and the client.

### Ways to Work with Tiny Prints

Below are the most common ways that photographers have used our program in the past. You should think about designing your instructions and marketing materials for your own clients based on which option(s) you choose. Depending on the model you select and your level of involvement in the process, we recommend that you consider charging an image release fee and and/or card creation fee in addition to your sitting fee.

#### 1. Clients Ordering Their own Cards

This is the easiest and simplest process for both you and the customer based on our past experience. There are two options for photographers who prefer to have their clients place their own orders.

- a) **Releasing Images Directly to Clients** If you are selling images or digital packages, you will simply send your client their image(s) directly and they will upload and do all the work from their own Tiny Prints account. You’ll want to make sure that your client has used an affiliate link on your website or visited your Storefront within 90 days of placing their order. If they visited your Storefront at least one time, your photo attribution credit will be tagged to their order and you’ll receive commission for the order.

***Tips:***

1. Many photographers are charging a reasonable one-time release fee for images to be used on a card or a reduced fee if the client agrees to go through the Storefront.
2. You may consider lowering the resolution of the released images to 200-300dpi, which will be enough resolution for our cards, but not for larger prints.
3. Your client will have the ability to share a preview of the card with you so you can see how it will look before ordering.
4. You can send your client watermarked images to try out before deciding on which one(s) to use or purchase.

b) New! Photo Escrow Service This is a great new solution for photographers who do not want to release images directly to clients. With our Photo Escrow system, you can upload your client photographs into your Storefront and a unique key will be assigned to each photo. You will then send along the key(s) to your clients. Your clients will use the key(s) to redeem these photographs into their own Tiny Prints accounts when they get to the “add a photo” stage of the card creation process. They will not have access to the original high-resolution photo to download and the photo will expire from their Tiny Prints account within 30 days. Clients will be directed through your Storefront to redeem their photo key(s) to help ensure that you receive photo attribution credit (if enabled) and commission credit. At the time the key is redeemed, we will also double check to make sure photo attribution credit is enabled for that card.

***Tips:***

1. Think about charging a reasonable one-time release fee, such as \$50, for the use of this image on the card.
2. If you are going to require that your client use the Photo Escrow Service, make sure to describe it to them in advance and remind them that they need to have started a project or created an account to redeem a photo key. You can also market this as a better way of handling large image files that won't work via e-mail.

**2. Ordering For Your Clients.**

For photographers who prefer to control the entire process, you should visit your own Storefront (which will trigger photo attribution and commission tracking) and create cards for your clients. This will allow you to upload and retain client images in your own Tiny Prints account. You will then have the option to e-mail a digital proof of the card to your client before ordering. When you place the order from your account, you can choose to have it shipped to you or your client and use your own credit card or a credit card from your client that matches the shipping address. This will give you total control over the process. We strongly recommend that you consider charging a \$50-\$100 card creation fee for this service to cover the time it will take you to create the card as opposed to the client doing it themselves.

***Tips:***

1. You can use any coupons available for the order. It is your decision to either pass this savings on to your client or earn additional margin for yourself.
2. Make sure to share a preview of the card with your client for them to approve.
3. Create a credit card authorization form with shipping info so the order can be shipped directly to the client.
4. Review shipping/processing options and costs with your client. E-mail your client tracking and order confirmation information so they can follow the order.