

CREATIVE AMBIGUITY *The Art of Visual Storytelling*

How We Do Business Together

Thank you for your interest in our Visual Stories. I'm sure you are wondering how this all works. How do you, the professional photographer, profit from the combination of your images and our Visual Stories? Below are the questions we are frequently asked by professional photographers who want to understand more about how we do business together...

Q: Why do I want to do business with Creative Ambiguity LLC ?

A: You have already expended time and effort photographing your clients and have finished your sales cycle for albums and enlargements. Our Visual Stories provide an additional upscale offering to your clients. When a client decides to create a Visual Story using your images, the result is a direct increase in your bottom line through the license fee paid to you by Creative Ambiguity LLC for the use of those images. With Visual Stories, we do the work and you enjoy increased profits.

Q: What do I need to do to enjoy these increased profits?

A: Give your clients one of our *Making Memories Beautiful* note cards. It shows them how they can build their own unique work of art from your images of their important event. When the client places an order through our consumer web site, **MakingMemoriesBeautiful.com**, we inform you of the order and provide you with a list of the images needed to create their Visual Story. You spend ten minutes uploading those images to our web site. It's that simple...

1. Hand out the *Making Memories Beautiful* literature.
2. Upload the images selected by the client (10 minutes).
3. Collect the license fee for our use of your images.

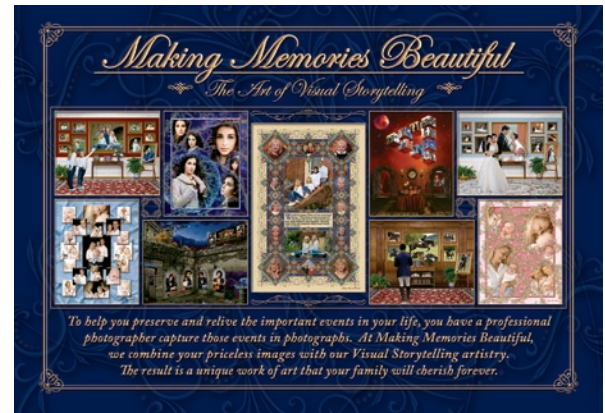
Q: How much can I increase my profits through this license fee?

A: The license fee is 30% of the purchase price of the matted prints sold to the customer.

Example: Parents order one of our 16" x 20" matted prints with images from their daughter's senior portrait session. It sells for \$485. The 30% license fee means you would realize an additional \$145 profit from that portrait session for ten minutes of your time uploading the required images. Think about the possibilities given the number of portrait sessions you shoot each year. Imagine the potential for additional print sales to the proud grandparents and to the daughter's bff - best friend forever. How about a bff group shot?

Example: Newlyweds order one of our 16" x 20" matted prints for a grandparent and one of our 20" x 25" matted prints for their own home. That would be a total of \$369 (30% of \$1230) additional profit from that wedding for ten minutes of your time uploading images.

Example: A customer celebrating a "Business Success" orders our Masterpiece Package which consists of one 24" x 30" matted print for the main reception area of their business and two 16" x 20" matted prints for the business owners. They also order six of our Simply Elegant Packages (two 11" x 14" prints) as special recognition gifts for their loyal,



Making Memories Beautiful notecards are an attractive and convenient way for you to introduce Visual Stories to your clients. The front cover (above) offers a range of beautiful examples and a brief explanation of our value proposition. The back cover (below) helps your client envision enjoying their own Visual Story in their home or office.



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hard working employees. The price of the Masterpiece Package is \$1625. The price of the Simply Elegant Package is \$485. As a result of this one order, you would receive a licensing fee of \$1360 (30% of [\$1625 plus six times \$485]) for ten minutes of your time uploading the required images.

Remember this is additional income above and beyond your profit from photographing your client's event and from the sale of albums and prints to that client.

Needless to say, our larger packages make more money for you since the same images are used for all the matted prints in that package. More money for the same amount of effort uploading the images.

Please Note: Any references to specific prices in this document are for the purpose of illustration only. The actual price for any purchase, and therefore the dollar amount of the license fee, is subject to change and is set by the prices posted on our consumer web site **MakingMemoriesBeautiful.com** at the time of purchase. The license fee as a percentage of the price of matted prints sold using your images is defined at the time a contract is signed between you and Creative Ambiguity LLC. While we do offer framed prints and framed packages to the customer at a higher price than matted only, the license fee to you, the professional photographer, is based solely on the matted print price.

Q: I like what I see! How do we proceed?

A: Use the “*Contact Us*” page on our **CreativeAmbiguity.com** web site to inform us of your interest in our *Making Memories Beautiful* Visual Stories. If there is compatibility between your style of artistic imagery and our Visual Stories, we will send you a copy of the contract. That contract -

- Covers copyright protection for your images and for our Visual Stories.
- Sets the license fee for the use of your images in our Visual Stories at 30% of the matted print price purchased by the customer.
- Specifies the requirements for image quality, timely delivery of the required images, verification that you or your studio owns the copyright to the images, and the payment cycle to you of the license fee.
- Includes boilerplate “legalese” defining how the contract can be cancelled, prohibiting the uploading of inappropriate images, specifying an indemnification clause, and spelling out other important items that every lawyer wants to see in a contract to protect both parties.

Whether your artistic talent is focused on Weddings, Senior Portraits, Babies, Pets, Business Success, and/or Special Interests (horses, cars, boats, etc.), license your images, increase your profits, and live happily ever after. ☺

Visit our consumer web site at **www.MakingMemoriesBeautiful.com** to enjoy our customer experience.



Inside the *Making Memories Beautiful* note card are more examples of Visual Stories to help your client imagine the events that they may want to celebrate with Visual Stories. It also describes how a Visual Story is created. When your clients visit our consumer web site, **MakingMemoriesBeautiful.com**, they are able to view many more examples and to design and order their own special Visual Story.