

BECOME AN IFPO DISTRIBUTOR



THE ADVANTAGE

An IFPO Distributorship is an exceptional opportunity for IFPO members to achieve success and make money by taking advantage of the millions of dollars and 15 years of research that have gone into developing the IFPO / Today's Photographer Magazine Concept. The modest distributor's fee gives you the value of MILLIONS of dollars that have been invested in 15 years of advertising IFPO's dependability, quality and services.

Today's Photographer Magazine and its associated products gets more exposure than any other photography magazine. It is advertised regularly in display space advertising in Popular Photography, Photographic, Outdoor Photographer, American Photographer and Shutterbug. As a distributor, you get the direct benefit of this advertising.

Today's Photographer is sold on Newsstands throughout the United States, Canada, and around the world.

IFPO is recognized in more than 140 countries on all continents of the world and has more than 67,000 members. Today's Photographer Magazine is currently being distributed to more than 80,000 photography enthusiasts 4 times a year.

Typically, distributorships or franchises that give a distributor this kind of exposure, promotion and value are priced from \$10,000.00 to \$150,000.00.

YOU CAN:

- You can start a new business and coast in the wake of the IFPO flagship. Let its research, product development, name recognition and dollars spent on advertising make money for you. Let IFPO's rapid success plan turn into financial growth for you.

- You can reap the profits from more than 2.5 million dollars already spent on advertising in all the major photography and video magazines. Let these IFPO advertising dollars work for you and your business by building name recognition for the IFPO products and programs that you sell.

- You can offer IFPO products and programs to your clients without spending a penny for market research or product development. IFPO is constantly upgrading its products and services to maintain its leadership position in the international marketplace.

- You can guarantee satisfaction for each product and program you offer. That customer satisfaction is backed up by IFPO and is a vital part of the IFPO success story.

FREQUENTLY ASKED QUESTIONS:

<http://www.ifpo.net/dfa>

HOW IT WORKS

1. **DISTRIBUTOR DISCOUNT:** You are entitled to order products and services from a current issue of Today's Photographer at a only 50% of the listed standard price. For example: multiply list prices by 0.5 (a \$68 membership would be \$34.00). Half of \$39.95 for example, would be \$19.98 (rounded off to the nearest cent).

2. **QUANTITIES AND SHIPMENTS:** Order in any quantity. IFPO will ship to you or your customer direct. No minimums or quotas.

3. **EXCLUSIONS:** You CANNOT apply your distributor's discount to: USA or Foreign shipping • Workshop programs • Quantity discount packages such as 3R0X, 3VVX, item numbers containing "X", or special offers with expiration dates • Classified and display advertising • Items in out-of-date issues may no longer be valid • Items not sold by IFPO/American Image are excluded. Items not sold in Today's Photographer magazine are excluded.

WHY YOU?

- You may wish to purchase many IFPO programs or services for yourself. A distributorship will save you 50%.

- You may be associated with a group such as a camera club, family members or close associates who may want to participate in IFPO products and services at discount prices.

- If you have a photography studio or similar business may wish to arm all of your staff members with memberships and press program credentials from IFPO to make them more competitive. An IFPO Distributorship would enable them to do this at reduced costs to the studio or company.

- You may want to start down the road of being your own boss with an IFPO distributorship. You can start small, order in any quantities, part time or full time. Most of all, you may have a few hours a week to invest in your financial future.

MAKE MONEY:

- A distributor could sell only 2 videos a week and net up to \$2000.00 a year. He could build his business up to 200 videos a week and be pulling in potentially \$200,000.00 per year.

- A distributor could set up a network of 100 Model Consultants "talent scouts" in an area. He would make nearly \$15,000 just on the model consultant kits and IFPO memberships, then would make more on the videos, forms, books and other items that consultants frequently buy.

- A distributor could sell to schools and educational institutions. IFPO's instructional videos are very popular with schools of all kinds (Junior Highs, High Schools, Colleges, Trade Schools, etc.). Schools typically purchase in larger quantities, often 10 to 20 videos at a time. Currently, about 100 schools are purchasing from IFPO. There are tens of thousands more in this country alone.

- Recreational groups sponsored by government or other non-profit groups. For example, Military bases have recreational programs that include self-help and how-to programs on video. Currently, IFPO does a brisk business with military base purchase orders from only a few bases.

- Many other groups sponsor recreational programs that would be very interested in photography instructional videos. Groups plan trips. Vacationers use cameras and camcorders.

- Photographer's swap meets or flea markets are ideal places to set a booth and market IFPO products. In these situations, having merchandise to sell (like videos) is a plus. But if you don't have the merchandise, be sure to get the name, address, and phone number of each person that stops by your booth. Each one is a prospective customer for the future. If you run out of copies of Today's

Photographer at your booth, you can always mail them one in the future with a special offer flyer of some kind.

REPEAT CUSTOMERS

The best opportunity you have to make money as a distributor is to give your customers a REASON to do business with you. You can use your own liberal distributor discount to your advantage. If you can give your customers a 5 or 10% discount by purchasing through you, then they have a reason to order with you instead of ordering directly through mail order with IFPO. Your own margins may be a little slimmer, but your volume would be much higher.

Now you could consider distributing Today's Photographer Magazines liberally with your business card attached and a notice that offers your own 5% or 10% discount if they order through you.

In this way, you would get the full advantage of repeat orders from the same customers.

Here is a sample list of schools and institutions that have already placed large orders directly with IFPO:

AFETA, Camp Peary, VA; Miami Killian Senior High School, Miami, FL; Leon County Schools, FL; River East School Division, Winnipeg, Manitoba, Canada; Aims Community College, Greeley, CO; CBN University Library, Virginia Beach, VA; Southwest State University Library, Marshall, MN; University of Pittsburgh, Pittsburgh, PA; NAF Fort Sam Houston, TX; Stockton Unified School District, Stockton, CA; Phillipsburg Board of Education, NJ; Roberts High School, Florence, CO; Oakton Community College, Des Plaines, IL; Greenville Technical College, SC; Curtis Jr High School, Tacoma, WA; Minuteman Regional Vocational Technical School District, MA; Ferris State College Library, Big Rapids, MI; Maricopa Community College, Phoenix, AZ; Southeastern Mass. University, MA; Sparta Senior High School, Sparta, WI; and many, many more.

The List Price of the IFPO Distributor Program is \$1,490. For a limited time, the price is reduced to \$387 but will only remain at that special price until our current Distributor Enrollment program has met its goals.

call the IFPO office at 336-945-9867 or 1-800-654-9557 with your credit card

www.ifpo.net/pdf/distributor.pdf

FREQUENTLY ASKED QUESTIONS

FAQ

about IFPO Distributorships

1. *Who can become an IFPO Distributor?*

Any IFPO member.

2. *Do distributors have geographic restrictions?*

No. Since most distributors are in the program to order for themselves or a small group, overlapping geographical areas have never been an issue.

3. *Do I have to sell at IFPO's prices?*

No. For example, you can sell at 10% less than IFPO to keep your customers coming to you.

4. *How do I keep IFPO or other distributors from competing with me?*

Customers are loyal. A new customer that you have developed will continue to buy from you as long as your prices and service are good.

5. *Why does IFPO want distributors to compete with them?*

IFPO spends large sums in advertising, publishing and postage costs to develop new members and customers. Distributorships are a way to tap new customer sources without the huge investment, and offer the membership another way to make money. IFPO considers its distributors to be "partners."

6. *If I become a distributor:*

can I use the images and text on IFPO's web site to place on my own?

Yes. Distributors are free to copy the HTML pages, JPG and GIF images that are associated with IFPO products and services to use for advertisement or promotion of their distributor business..

7. *Can I use Today's Photographer magazine as a selling tool?*

Yes. You can attach your contact information to each magazine or even to the order form page. Distributors can order Today's Photographer magazine in quantities at substantially reduced prices.

8. *Can I sell or transfer my distributorship?*

Yes. A special form is included in the distributor's manual for that purpose. the transfer fee payable to IFPO is only \$5. Distributorships are nominally priced at \$1,490.00. About ever 5 years (1989, 1995) the distributorship is discounted to about \$400-\$500 to get the number of distributors back up. Some members who get the offer purchase it at this low price so they can sell it later for a profit.

9. *Can I have my own territory?*

If we assigned territories, we would have to require quotas or minimums to maintain your distributorship status. Territories are not assigned because most distributors sign up for the program to order either only for themselves or small groups.

10. *Are there any quotas or minimum order levels?*

No. Your distributor fee is one-time and you may place as many (or as few) orders as you wish once you are a distributor. You can work at your own pace while you build your business. There are no annual fees, quotas or minimums.