

IT'S

M

MAGAZINE

AFFILIATES PACK

THE STYLISH ACCOMPANIMENT TO
EVERY LUXURY EVENT SUPPLIER





WELCOME TO THE TEAM



Krystle and her mother Pauline, founders of It's My Magazine

NOW THE HARD PART'S DONE...

Congratulations on earning *It's My Magazine* Affiliate status, we are looking forward to supporting you on a very exciting journey. Welcome to an exclusive club which will enable you to offer an innovative service unparalleled elsewhere. Contained within this guide, you will find all the information necessary to kick start your success and have you delighting and inspiring your clients, now and for years to come.

WHAT'S THE STORY?

It's My Magazine was conceived because of my great grandmother. After arriving from Jamaica in the 1940's, she entertained us children with stories of buried family treasure in the mountains of St Ann's, and impressed us with tales of growing up with Bob Marley's mum, and remembering a little chubby "red skin bwoy" running around the district. I'd always promised to write her life story, but life just got in the way. Unfortunately she contracted Pancreatic cancer and passed away rather quickly, and all of our family history was deleted in one stroke. All of our family trees, the origins of our cultural traditions and historical anecdotes erased with her passing, leaving an already gaping hole in our family tapestry even wider. It was at this point that I realised that many families might similarly be affected by a lack of written history, and that biographies shouldn't be the sole preserve of the rich and famous. I then realised that the same attention should be shown to weddings and events and subsequently *It's My Magazine* was born.

YOU'VE COME AT JUST THE RIGHT TIME

The wedding industry can be a very glamorous, lucrative market, and brides are always open to new ideas and ways to make their wedding day special and stand out from the crowd. After such a big investment, couples are also looking at how to capture all the details of their wedding to keep those memories alive for as long as possible. This is where we come in.

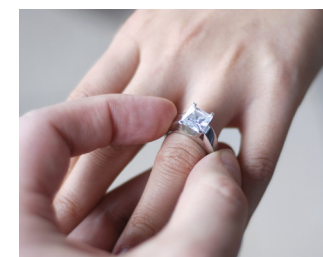
With average wedding budgets surpassing £28K and rising, couples are striving to achieve their fairytale day. A lot of time and effort is spent planning; sometimes up to two years in advance. Unfortunately, once the much anticipated, wonderful day has passed, the post-wedding blues often sets in as brides miss the excitement and adrenaline rush experienced when they found the perfect dress or tasted the most exquisite cake. With the *It's My Magazine Experience*, all of the detail leading up to the big day, and beyond can now be captured. Brides, grooms, parents and friends can now all be involved in the documenting of this VIP occasion.

Whilst omitted from a traditional album, the planning and preparation, interviews, photos from past decades, the love story, photo-shoots, the proposal, hen and stag nights(*optional!*) and honeymoon can now all be included. What other product promises to bring these fabulous elements all together in one place to have pride of place on the coffee table or sent by post to Aunt Elise in Canada?...*Priceless!*



IT'S My MAGAZINE CONTENTS

Who is *It's My Magazine*?
Your bespoke experience
Our professional design team
A truly innovative album
Becoming an Affiliate
Running your own business
Your resource pack
Why work with *It's My Magazine*?
Who is your target market?
Other opportunities
FAQ
Competition
Ready, Set, Go!





WELCOME TO THE IT'S MY MAGAZINE EXPERIENCE

BENEFITS TO YOU

The *It's My Magazine Experience* offers our Affiliates an easy, creative way to add a premium service to your current packages.

Other benefits include:

- All of your hard work and planning can now be documented in a stunning, memorable way that your bride and her loved ones will **never** throw away.
- You can now receive new marketing content on a regular basis at no additional cost to you.
- You and your services can feature on our website, within our blog and other social media channels.
- Every time you recommend a booking client to us.
- Easily send copies through the post or digitally to your additional branches or global outlets, showcasing your stunning work.
- Leave your magazine copies with your potential brides as the most memorable calling card you can imagine.
- E-versions of your client's magazine for your website.



COMMISSION OR NO COMMISSION...?

Different partners have differing opinions on this one. *It's My Magazine* has a great incentive programme to encourage our Affiliates to take advantage of this collaboration. You can receive up to 20% for each project you refer. However, some affiliates prefer to pass the commission directly onto the client so that they receive a discount. In this instance, it's customary for many clients to allow their service provider to include an optional full page feature or bespoke advert within their magazine.



TRAINING TO INSPIRE CONFIDENCE

It's My Magazine is happy to offer you or your staff training to best enable your team to confidently inform your clients of your new premium package. This training will take you through the steps of converting a prospective lead into a sale and assist you with securing your booking. You will also experience the benefits if this training is applied to your own business.

Once the client confirms that they are happy to place an order, there are two things you can do:

1. Forward their details directly onto the *ItsMy* team to complete the booking.
2. Book the sale and accept the deposit.

Either way, we will help our Affiliates to get to a smooth point of handover to ensure the prompt commencement of the magazine heirloom. This usually occurs post consultation when the contract has been signed, the deposit paid and the client is happy with all of the agreed arrangements.

IT'S MY MAGAZINE STARTER PACK

By now you may have received your *ItsMy* starter pack which includes:

- | | |
|---------------------------|----------------------------------|
| -Your welcome letter | -E-mail client templates |
| -Online affiliation badge | - <i>It's My Magazine</i> banner |
| -Sample magazine | -Training voucher |
| -Booking forms | -Social Media Shares |
| -Brochure | -Resource manual |



YOUR ROAD MAP TO SUCCESS

OUR MISSION IS TO:
*CAPTURE HISTORY, CREATE FOREVER MEMORIES,
EXCEED EXPECTATIONS AND INSPIRE...*

It's My Magazine is completely flexible and fits in around your schedule. We all know that adage, 'you get out what you put in', well this opportunity is no different. Our aim within this collaboration is to initiate a mutually beneficial arrangement where we can both refer clients to each other on a long term basis. The role of this pack is to help make this process as smooth and easy as possible, as we have a tried and tested system which when followed, should help you to maximise results, easily.

OUR COMMITMENT TO PERFECTION

To assist you on your journey, we've compiled the best ways to utilise this *ItsMy* collaboration. Follow our roadmap to success to ensure that the clients keep rolling in.





HAVE A CLEAR GOAL

WHAT IS YOUR MOTIVATION?

We all know how important it is to have a goal and a clear objective when taking on any task or project. Everyone who partner's with the *It's My Magazine* team has their own reasons for wanting to offer this unique service to their clients. To ensure the biggest chance of success, jot down your reasons for saying yes to *It's My Magazine* and why making this a success is important to you, some questions have been suggested to assist you. Once complete, send this on to your team leader so that they can understand your motivations and help you (and our team) to focus your efforts in the right direction.

HAVE A DEFINED GOAL

What above all else is your number one goal fo this year? Is it a sales goal, a profit goal or the acquisition or retention of certain clients? Whatever your aim, the key objective is to then clearly define those steps to achieve that goal. Your aims must be realistic, achievable and where possible, measurable.

Once you've defined your timeline, simply start to conquer your goal, step by step.

BUILD YOUR MISSION STATEMENT

*****TASK ONE*****

Now put pen to paper and try these pointers for inspiration

- Which three things attracted you to *It's My Magazine*?
- What are your motivations?
(Offering something new/more money/new client base?)
- What do you want to do in the near future?
(Explore new marketing tactics? Increase audiences?)
- What image of your business do you wish to convey?
- What level of service do you plan to provide?
- How do you want your business to be remembered?



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BE PROACTIVE

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Now you're ready to start thinking about who may be a great candidate for capturing their own slice of history. As a current purveyor of luxury services, you are probably already well versed in proactively getting your business out there. However, here are a few ways that you can start promoting your newly expanded deluxe services.



#### \*\*\*\*\*TASK TWO\*\*\*\*\*

Generate your 99 Leads List using these suggestions as a starting point  
\*\*\*\*\*

Put together a list of everyone you think may be interested in this unique concept. Both your consumer and b2b contacts can be contacted as everyone who celebrates a special occasion or life event is a potential client and you probably know a lot more suitable candidates than you think you do.

#### Consider your....

- Past clients
- Current clients
- Work colleagues
- College/Uni friends
- Industry associates

#### Who are your....

- Family members
- Children's friend's parents
- Facebook friends/social media networks
- Gym buddies

#### Who do you know who....

- Loves romance, art or history
- Is planning a life event or their life story capture
- Recently celebrated an occasion or milestone
- Is looking for a gift for a parent or loved one
- Wants a corporate brochure/magazine



\*\*\*\*\*  
For a limited time only...  
Thinking about dipping your toe into the world of e-newsletters but unsure about where to start?  
Ask your Advisor about getting help from the *ItsMy* team with creating your first e-mail newsletter to all your clients past and present informing them that you're now an official supplier of *It's My Magazine*.  
This presents a great re-engagement opportunity and chance to establish a regular audience for your monthly newsletters.  
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## KNOW YOUR PRODUCT

### POINTS OF INTEREST

#### MISSION STATEMENT

Our quest is to:  
Capture history,  
create forever memories,  
exceed expectations  
and inspire.

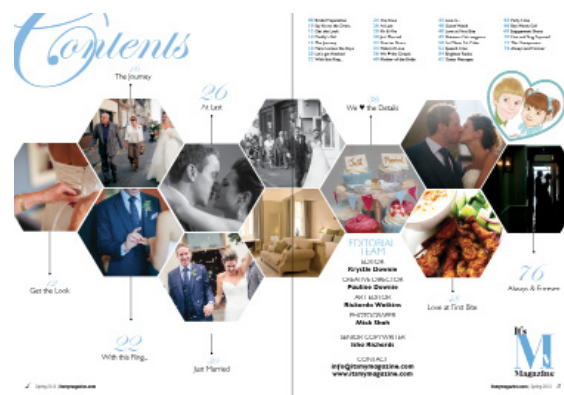
#### Who is *It's My Magazine* in a sentence?

*It's My Magazine* is a collective of journalists and magazine designers who work to create your wedding, special event or life story personalised magazine.  
*Available in all sizes, shapes and number of copies.*

### OUR MAGAZINE PROCESS

#### Just what's involved?

- 48-80 page magazine  
*(Average but other page numbers available)*
- 2 x Consultations
- Professional design
- Interviews -journalism  
(research/ sub-editing)
- Editorial (features)
- Printing of ten copies (as standard)
- Digital E-version
- Thick glossy cover, perfect bound
- Beautifully packaged and delivered.



### CONTENT OF MAGAZINE?

#### What's inside a wedding magazine heirloom?

The average magazine as standard usually includes:

- A specially designed contents page, with full credits
- Him & Hers Childhood pages
- The Meeting & Love Story
- The Proposal
- A Bridesmaids feature/Here Come The Boys  
(the groomsmen's story)
- Get The Look (her hair and make-up preparations)
- Mother of the bride/Father of the groom special
- Flower girl/ring boy special (any existing children)
- Say Yes To The Dress (details of the special dress)
- With This Ring (the vows, special words or lyrics)
- On This Day In History (celebration of the date)
- Special Touches Profiled (the details of the menu, cake, venue, wedding favours and your services)
- Guest StyleFile/ Fashion Watch (fashion spread)
- Mock adverts featuring elements of the wedding.
- The party (after the official photographer has gone)
- The Hen and Stag do's (optional!)
- The Honeymoon (first trip as Mr & Mrs)  
*and much more* (depending on the pictures and your individual requirements).



## WHY WE'RE A CUT ABOVE THE REST

In order to best allow your clients to see the benefits of capturing history, here are some pointers of exactly what makes us different.

### WEDDINGS ARE SO MUCH MORE THAN ONE DAY

Your story began way before the big *I Do!* Let us capture it all, from the love story all the way through to the honeymoon. Why limit yourself to only documenting six hours?

### YOUR GUESTS ARE APPRECIATED

Whilst traditional albums focus solely on the bride and groom, the nearest and dearest are often what makes the day so special. They also deserve to be captured and we honour them by inclusion through guest messages spreads or quirky StyleFile pages.



### CAPTURE FAMILY TRADITIONS

Your magazine is a beautiful way to ensure that your family history is documented. and often for the first time! Love Granny's delicious cake recipe which you'd hate to be forgotten? Let us create a page that looks fabulously authentic and will have future generations rushing to recreate it.



### BEST OF THE BEST, ALL FOR YOU

*ItsMy* uses photographers, designers and journalists at the pinnacles of their careers in order to create your ultimate family heirloom to be enjoyed for generations. Commission a family photoshoot, and really utilise our team's post production skills to finesse or refine your images - hands up for the best social media profile picture in town!

### YOUR ALBUM...IT'S YOUR ALBUM!

Whilst you hired your photographer based on their vision, ultimately, you will have to live with this memento as your only reminder of the big day, so why not personalise it to the fullest? In addition to traditional features, we can include playful articles like your Hen & Stag pages or Bachelor Groomsman of the Month page.

### RELIVE THE ROMANCE

Big bulky albums are packed away in boxes, *It's My Magazines* are perfect accompaniments to the coffee table. Accessible, portable and able to include AND be sent to loved ones around the world.

### A GREAT WEDDING FAVOUR

No matter how well planned weddings are, there will always be gaps in the programme, and *ItsMy* is perfect to fill it. A lull whilst the speeches are being organised? Table 38 last to be called for the buffet meal? Let guests flip through your love story whilst they wait.

### PARTY ON POST-PHOTOGRAPHER

Traditional photographers limit your album to only their own images, but what happens when they leave after the first dance? Your album ends there.

Not so with *It's My Magazine*, we welcome good pictures from your loved ones, Facebook etc. It's your party, your album so you shouldn't be limited. If you've hired your venue until 3am, ensure you document every thing from first arrivals to last man standing!





INSIDE YOUR IT'S MY MAGAZINE



Be the star of your own story  
Using the best designers, photographers and journalists with real magazine experience, *It's My Magazine* ensures that you benefit from our stunning design aesthetic from cover to cover.



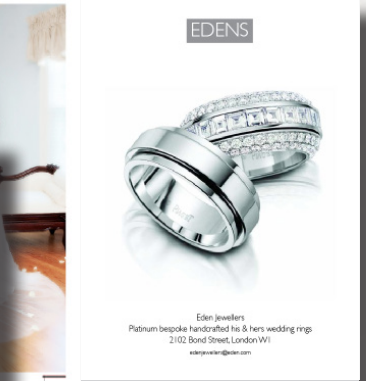
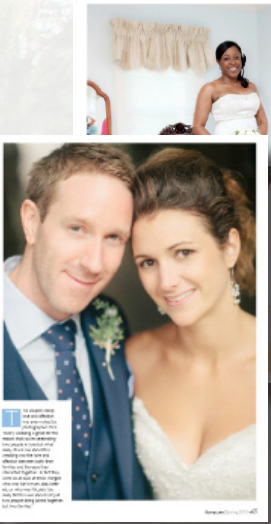
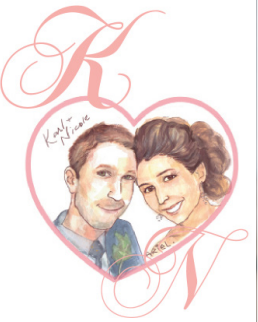
Feature your features  
From your historic venue's impressive grounds to the bespoke created cocktails greeting guests on arrival, all of your hard work can now be showcased like never before.



Stunning Photography  
*It's My Magazine* incorporates fabulous shots with well written articles, utilising a range of contemporary layouts and personalised spreads.

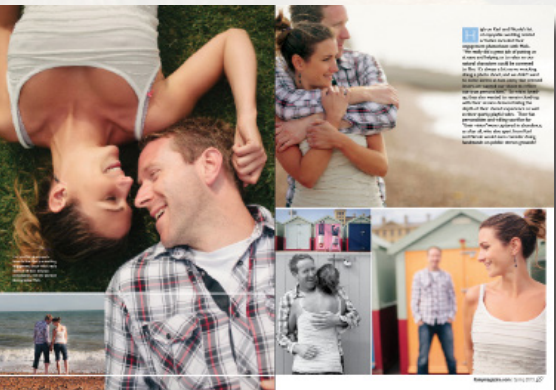


The story begins...  
How far back would you like to go - your childhood? The day your grandmother's ship landed in Southampton? If you have a family tale to be told, let us help you tell it. Using old photographs, contributions from family members, and genealogy trees we can preserve all of those fabulous tales.



Your gifts  
From cakes and rings to bouquets, your gifts and love tokens can now be transformed into a realistic advert, further giving your album the appearance of a real, luxury magazine

Bespoke touches  
Our team of fabulous illustrators work hard to capture your personality, painstakingly taking the utmost care to produce beautiful one of a kind creations for your one of a kind celebration.



Photoshoots  
From professionally organised family photoshoots to private pre wedding engagement shoots, we can ensure your magazine features you looking your very best.



Capture all the fun  
As weddings are so much more than one day, your last nights of freedom can now be captured in a fun, light hearted magazine format.



Credit where it's due  
What better way to show your appreciation to your supportive team than dedicating their own pages to them?  
From helpful hens to bashful bridesmaids, let them know how much you really care.



The story continues...  
The Honeymoon and Beyond!  
What other wedding capturing service allows you to extend the action beyond the big day?  
From trekking in the Himalayas to a beach break in the Seychelles, the only thing missing is your *It's My Magazine* to thumb through.





## INTRODUCING THE INDUSTRY'S BEST KEPT SECRET

*It's My Magazine* compliments your existing business and is a product which can be introduced in the same manner that you currently suggest florists, venues and dress designers.

### **Your photography, our photography..?**

*It's My Magazine* can be an extension to an existing photography service that a client may already have, or we can capture the photography as part of our package. Either way, we work with all of our clients to create the best possible personalised magazine. You can either discuss our packages as an offering external to your business or we have many savvy Affiliates creating an entirely bespoke ultra premium package; fusing their best offering with an *It's My Magazine* product and putting themselves ten steps ahead of their competitors.

Start early on enough in your client relationship and you can offer new or prospective customers the opportunity to not just capture their wedding, but also the preparations leading up to the big day. The planning, tastings, selections, stag and hen do, and all the funny, quirky and unusual elements of their special day. *It's My Magazine* is an innovative product which will naturally appeal to some more than others, but try not to pre-judge. Build the introduction into your pitch and allow the client to decide if it's something they'd like to explore.

Try to ascertain how interested your client is in truly embracing innovative, bespoke services. Be ready to offer an alternative to your competitors.



### **DONT MISS THE BUYING SIGNALS**

How open minded is your client?

Buying cues don't necessarily occur at the end of the call. Pick up on any clues throughout

-You have to be tuned in 100% of the time

-Try to get the client to reveal their vision

- Missing a cue at the beginning of a call

may take you away from your final closing destination.

-Weave in the *ItsMy* benefits only in response to a client problem - be the solution

-Buying signals come in hot, medium and mild

-When the client speaks as though they have already taken possession of the product, you have a hot signal. On the other hand, if the client simply says, "That's interesting" in a non-committal manner, it's mild. Highly effective closers understand this and can separate the two and probe for a definitive end result

- a lack of a buying signal doesn't necessarily mean the client is not interested but your spider senses should be tingling.

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## CLOSE THE SALE

### **MAXIMISE YOUR CREDIBILITY**

Whilst we all know that people buy people, you can also help to create trust by showing tangible evidence of success through a great client list, testimonials from satisfied clients, images of recent assignments, and PR articles featuring your business.

### **1. Get Their Attention (15 seconds or less)**

That's how long you have before your prospect assumes that this is just another lousy sales call and stops listening to you. Be prepared before you pick up the phone.

### **2. Create Excitement**

Remind yourself of your position: you have a fantastic product that will make a great improvement in your customer's life. You're about to give the person on the other end of the line a huge present by introducing them to this wonderful product. Ensure that energy and enthusiasm comes across in your tone of voice.

### **3. Mirror The Prospect**

People are most comfortable dealing with other people who are relatable or similar to themselves. Jot down a few words or phrases that your prospect uses and work them into your pitch. Try to match their volume, speed and tone of voice as well but most importantly, be natural.

### **4. Use Their Favorite Word**

Studies show that a person's favorite word is their own name. Try to use it at least three times during a call or a face to face meeting.

### **5. Eliminate The Objections**

Many prospects will reflexively say "I'm not interested" or "I'm busy" without really hearing what you have to offer. Try asking an open-ended question to jump-start the conversation. Possibilities include "What is your biggest problem right now?" or "What are your goals?" or a simple "How is your wedding planning going?" may also suffice.

### **6. Use Emotion**

Benefits sell because they inspire emotion in your prospect: happy feelings about your product, bad feelings about not having it. Storytelling is very effective so toss in an anecdote or two about your customers and how their magazine impacted their lives.

### **7. Highlight The Value**

Offer the prospect something useful regardless of whether or not they buy your product. This can range from a free telephone advisory session to a no-strings-attached trial period. Giving something valuable to your prospect creates the feeling that they are indebted to you in some way.

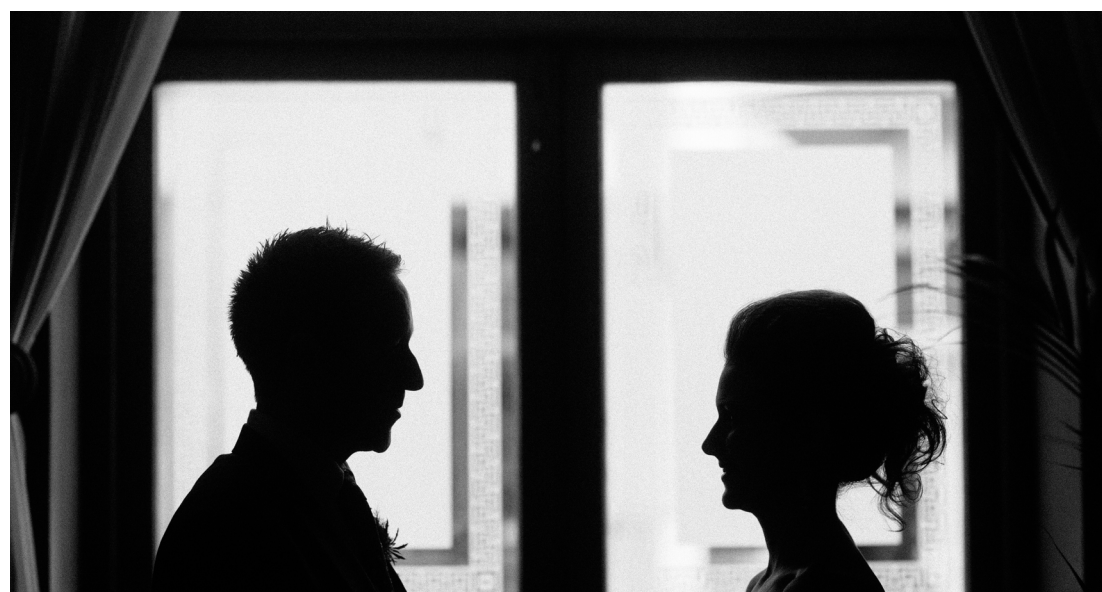
### **8. Close Every Prospect**

If the prospect can't talk, ask about a better time to call back. If you get a chance to make your phone pitch, ask when you can meet to make a full presentation, which is complimentary for a limited time only.

### **\*\*MAKE IT PERSONAL\*\***

Taking the time for a face-to-face meeting will give you the best chance of building relationships and generating business. Don't neglect the power of a real handshake and a direct conversation to establish your credibility.





## MARKETING, MARKETING, MARKETING



### YOUR 3 KEY ROLES:

In addition to *It's My Magazine*, your marketing skills and acumen across your business will determine your ultimate success. Set a firm percentage of your time purely for marketing activities. Without effective marketing, you may struggle to find new clients.

### ADVERTISING

You may decide to go down the route of traditional advertising and place an advert in a printed publication, but do check circulation figures. More insightful might be online advertising such as pay per click (PPC) or Facebook campaigns which really allow you to reach your specific target audiences.

### PUBLIC RELATIONS

PR might be a consideration if your business is at the stage that you're ready to start proactively building media relationships. Tying in any national awareness dates with your promotional calendar (e.g a love campaign around Valentine's) to try to get a topical angle is advisable.



### BECOME AN INFLUENCER

Any big industry related stories in the media will also give you a chance to become an industry champion and get your business some positive press.

If you can commission any research or get hold of relevant, fresh industry statistics, then you may be able to offer journalists a real golden carrot. Naturally if your data is used, you can expect to be credited and hopefully referenced with your url.



## EXTEND YOUR REACH



### WHAT NEXT?

To really take your business to the next level, it is time to really consolidate your position as an industry expert. You can help to achieve this by becoming the centre of the hub of the sector, starting in your locality.

### START LOCALLY

Begin with your immediate contacts, your usual suppliers that you regularly work with to deliver your successful events. Your local florist, cake designer, venue may appreciate their work being featured within their own client's magazine.



### SHOWCASING TALENT

If you know any reputable suppliers that you think would benefit from offering *It's My Magazine* to their clients, then earn whilst you sleep. You can receive even more commission by introducing other professional suppliers to *It's My Magazine*.

### Why NOW suppliers?

- Your free marketing tool promote your services and your fellow suppliers
- Commission
- Chance to develop a unique package
- Receive training
- Real time testimonials



### RETENTION STARTS WITH RESULTS

Try to encourage repeat business. The results you deliver for and with your clients will determine their willingness to renew the relationship. Taking the client through from initially wedding planning to subsequent family events such as christenings, milestone birthdays and anniversaries.

Delivering excellent work, setting desired goals and regularly reviewing your progress will help get you the results you require.



Using the best designers, photographers and journalists with real magazine experience, let us capture it all





## TESTIMONIALS ARE THE KEY



"My best memory of the day was when we said our vows," Ben recalls vividly. "We chose a very basic short vow, but we both still choked up saying them to each other. Seeing them showcased in our magazine was emotional!" -Ben Taylor

"It's My Magazine was able to artfully capture so many elements of our wedding and our guests, which had been missed in our original photo album. I'm so glad we have been able to record our story. Keep up the great work!" -Natalie Taylor

### TRIED AND TESTED

For each and every client that you provide a service for, get into the habit of asking permission to use them as a media case study and request a testimonial. These should be showcased on your website along with images to fully promote the full range of your luxury event services.

#### How can ItsMy help?

- Additional copies of your client's magazines for your future consultations
- Beautiful images/page spreads for your social media
- Your best ItsMy testimonial to be featured on our website.



Collecting video testimonials will benefit you as this can now be featured on your site and may go viral. It is also more trusted than just a written quote.

### ANY OTHER QUESTIONS?

As the person assigned to you by *It's My Magazine*, I am your main point of contact and here to train and support you in growing your *ItsMy* empire. I am committed to assist you with your *It's My Magazine Experience* and on hand to answer any questions or queries.

IT'S MY MAGAZINE LTD

020 3086 8982  
info@itsmymagazine.com  
Company number: 08172046

CONTACTS TO ADD TO YOUR  
PHONE BOOK

Your District Director (Or DD):

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## THE /TSMY EXPERIENCE FROM LEAD TO COMPLETE

### Create a unique package

Let's create an exclusive package combining both of our services. Send us an outline of your suggested package with price points and we can start informing our planners on our end about it for our clients.

### Commission or client discount?

It is entirely up to you whether you accept a commission or pass the saving down to your client in return for an advert within their magazine. You may choose to decide on a case by case basis or have a firm line.

### Consultation

Start off by introducing *It's My Magazine* to your client. Find out what stage they are at with their photography needs and acquaint them with the benefits and our exclusive package. Alternatively we can conduct the consultation on your behalf.

### Clarify details and timelines

If the client requires an *It's My Magazine* photographer, the relationship can be passed onto the *ItsMyTeam* to co-ordinate availability. Or if they will be supplying the images on a disk, you will be able to agree the final figure and the expected completion date.

### Accept Payment

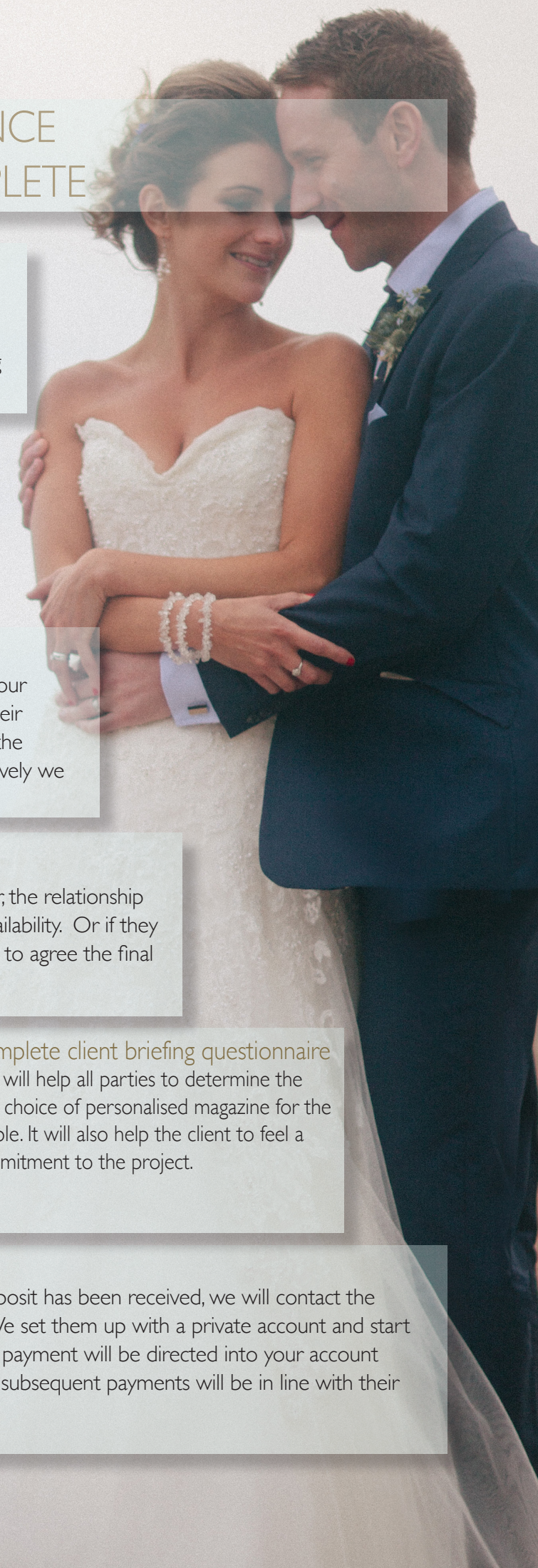
Ensure that the client understands the payment options. Their project will commence upon receipt of the 25% deposit and flexible payment plans are also available.

### Complete client briefing questionnaire

This will help all parties to determine the best choice of personalised magazine for the couple. It will also help the client to feel a commitment to the project.

### Let us take care of the rest

Once the briefing document, booking form and deposit has been received, we will contact the client directly starting with the editorial activities. We set them up with a private account and start collating the content of their magazine album. Your payment will be directed into your account as soon as their deposit has been cleared and your subsequent payments will be in line with their agreed upon payment plan.







## COMMISSION OPPORTUNITIES



*It's My Magazine* has a great incentive programme to encourage our Affiliates to take advantage of this collaboration. You can receive up to 20% commission for each project you refer. The issue of whether or not you accept commission is entirely up to you. Some of our partners treat *It's My Magazine* as an additional service or package they offer and get paid accordingly whereas other Affiliates view the collaboration as an exclusive opportunity to provide *ItsMy* services at a vastly reduced price to their clients, thereby consolidating their position as industry leaders, steps ahead of their competitors. Whatever model you choose, you are now able to offer your client an introduction to the industry's biggest secret at prices unavailable to other third party suppliers.

### DIAMOND AUTOGRAPH

Your discounted client investment starts at: £4200

*It's My Magazine* is proud to present the ultimate Diamond package. A prestigious, all inclusive offering sure to cover everything that your client's special day has to offer. We work to present all aspects of their event (*usually a wedding*) and there are no boundaries. Their occasion, their memories, *our* memento.

*In our quest for perfection, our Diamond package will allow them to relax on their big day, knowing that we will perfectly capture all of your hard work and their exquisite tastes within a beautifully crafted product.*

#### DIAMOND SERVICES

Personal Production Co-ordinator  
Designer  
Journalist  
Sub editor

#### PHOTOGRAPHY

2 X Photographer 10 hours  
Videography  
Engagement Pre- wedding shoot

#### CAPTURE

100 page magazine heirloom  
Printing 25 copies  
Reception Slideshow\Traditional Album  
Personalised illustrations  
CD/e-version  
RRP. £7,950

### PLATINUM SIGNATURE

Your discounted client investment starts at: £3450

Delivering on quality, the *It's My Magazine* Platinum package has been tailored to suit discerning couples who still want that little bit extra, without all the extras!

As well as a stunning marketing tool, this package basically focuses on the photography element, allowing a fully bespoke magazine capturing every gorgeous element.

*Designed to be touched and seen, It's My Magazine have created a truly magnificent Platinum package which really distinguishes their special event from the rest.*

#### PLATINUM SERVICES

Production Co-ordinator  
Designer  
Journalist  
Sub editor

#### PHOTOGRAPHY

2 X Photographer 8 hours  
**CAPTURE**

80 page magazine heirloom  
Printing 20 copies  
Incl. special hard cover edition  
Traditional Album  
CD/e-version  
RRP. £5,750



## COMMISSION OPPORTUNITIES

### APPROXIMATE COMMISSION LEVELS

| VALUE OF ORDER  | PERCENTAGE | AMOUNT OF COMMISSION PAID |
|-----------------|------------|---------------------------|
| £600 - £2000    | 15%        | Up to £300                |
| £2001 - £6000   | 20%        | Up to £1200               |
| £6001 and above | 22%        | £1320 and above           |

### GOLD STANDARD

Your discounted client investment starts at: £2900

The Gold package is a perfect way to document smaller, more intimate events and still allow friends and guests alike to walk away with a keepsake that will capture the experience of the day. This heirloom starts at 48 pages and is also available in handbag A5 size.

*Offering the ultimate in timeless elegance and sophistication the outstanding quality remains unparalleled.*

#### GOLD SERVICES

Consultation  
Designer  
Journalist  
**CAPTURE**

48 page magazine heirloom  
Printing 15 copies  
CD/e-version  
RRP. £4,000

### SILVER SELECTION

Your discounted client investment starts at: £849

New to the market - our accessibly sweet 28 page edition which will have your clients beaming with pleasure. Now available in both pre and post event options, for use as a wedding favour, or simply as an accompaniment to their traditional album.

*Document your love story within your own bespoke heirloom in a perfect marriage of convenience.*

#### SILVER SERVICES

Consultation  
Semi-templated design  
Editorial service  
**CAPTURE**

28 page magazine  
Printing 10 copies  
CD/e-version  
RRP. £1500

The average wedding capturing package including photography, design and editorial and includes up to one hundred copies of an 80 page magazine, costs approximately £4,000.

This means that your commission could amount to up to £800.

*All of our services can be customised to suit individual clients.*





## OUR PACKAGES AT A GLANCE

### DIAMOND AUTOGRAPH



#### Services

Personalised Production Coordinator  
Designer  
Journalist  
Sub editor

#### Photography

2 X Photographer 10 hours  
Videography  
Engagement Pre- wedding shoot

#### Capture

A2 Canvas  
Printing 9 copies  
Reception Slideshow\Traditional Album  
Personalised illustrations  
CD/e-version  
£7,950

### PLATINUM SIGNATURE



#### Services

Personalised Production Coordinator  
Designer  
Journalist  
Sub editor

#### Photography

2 X Photographer 10 hours

#### Capture

Printing 9 copies  
Traditional Album  
CD/e-version  
£5,750

### GOLD STANDARD



#### Services

Consultation  
Designer  
Journalist

#### Photography

1 X Photographer 8 hours

#### Capture

Printing 9 copies  
CD/e-version  
£2,995

### SILVER SELECTION



#### Services

Consultation consultation  
Semi-templated design  
Editorial service

#### Capture

Printing 9 copies  
CD/e-version  
£750

*Silver is available for a limited time only*



## OUR SERVICES

### JOURNALISM

*It's My Magazine* ensures that your client's story is told, their guests are included and the personality of their event is captured. Our team consists of professional Editors, Journalists and Copy writers to ensure the quality of each article is well written, authentic and in the appropriate tone. We can either attend on the big day or instead conduct both pre and post event coverage. As the wedding planner, you will be the glue holding everything together; therefore we will be liaising with you throughout the process to ensure we produce a well informed client magazine.



### PHOTO-SHOOTS

Does your client want to commission a magazine but is in need of a professional photo-shoot to really pack a punch? Are they looking for an out of this world hen or stag experience with their friends? Create additional beautiful shots for their magazine with either an indoor or outside shoot. Go from drab to fab with the help of our Glam Squad, completing their transformation within the welcoming premises of professional photography studios, let them relax in leisure as we take the pressure.



### PHOTOGRAPHY

Depending on the package selected, we can supply talented photographers for the occasion. One will concentrate on the more traditional shots, whilst the other will focus on soaking up the atmosphere of your event, providing unique details to fully capture your day. Although each event is different for each client, our team will ensure that they always receive a professional, customised service.



**We might not be able to travel back in time,  
but It's My Magazine can certainly capture it...**





## CUSTOMER FAQ's



In order to best answer your client's questions, here are the most regular queries asked by It's My Magazine's customers.

If I already have a photographer, can I still have my very own It's My Magazine?

Yes, we are happy to work alongside your photographer to ensure suitable, stunning images are captured. We simply brief your selected photographer prior to the shoot, informing them of the type of images needed for a great cover shot for example, as well as a few other key details, and your photographs can then be sent to us post event.

I don't like the idea of journalists and photographers taking over my day, how does it work?

Many clients prefer a subtle, low key presence whereby they have a main photographer in attendance in addition to a secondary photographer who may also be a journalist, taking pictures and discreetly engaging with your guests. Alternatively, we can avoid any on-the-day journalism with the guests and instead generate information via telephone and e-mail correspondence, both pre and post-event.

What about if we've already gotten married, is it still possible to commission an *It's My Magazine*?

Yes! Simply submit your pictures and we can create a bespoke magazine to suit your needs. The editorial and features can also be generated post event, so many clients order *It's My Magazine* to celebrate a special anniversary.

Do you use professional photographers?

Definitely. A stunning magazine requires outstanding images. Our talented photographers have a keen eye for what makes a great picture and combine both quirky, contemporary shots with more traditional, classic photography. They are also able to unobtrusively blend into your day, capturing rather than staging.

How much input do I have into my *It's My Magazine*?

We build your final product around you, therefore we actively welcome your input. From providing great interviews to scanning childhood pictures, we want to capture you at the heart of your publication. We conduct both telephone and face to face consultations and ensure you get a final viewing prior to going to press.

What if I'm not happy with my *It's My Magazine*?

We work hard to ensure your magazine's quality is up to the highest standard, as elegant luxury is our mantra, so there will be no problems in that area. The other areas of the editorial and photographic elements are always given the final green light by you before printing, so if there are pictures you'd prefer not to be included or an inappropriate Best Man speech that's better left forgotten, then you are always given the final say.



## AFFILIATE FAQ's

Here are a collection of general questions that you may have about becoming an It's My Magazine Affiliate. For any queries not covered, or for further clarification, be sure to contact your Advisor.

At what point do I handover the order to the *It's My Magazine* team?

Once you book your clients in for a consultation, you provide their details to us and we take over the process and award you your commission.

Can I order additional brochures or sample magazines?

Yes, they come in batches of ten, and you can order as many as you require.

Do I have to obtain a certain amount of clients per month?

Not at all, you can introduce as many clients as you want to *It's My Magazine*, we want this to compliment your schedule.

How long does it take to produce a magazine once ordered?

Upon the first payment, the editorial work will commence and the first drafts of the magazine will be completed approximately two weeks after we receive all the images and the completed client questionnaire.

Can I advertise this service on my site?

Yes, you can add a link to our website and we will provide a promotional banner to help you advertise the concept.

How do I get paid?

By bank transfer directly to your account, based on the payment structure that you have arranged with your client.

Will you promote my company in any way?

Yes, as well as the opportunity of your work to be featured on our website with a link to your website, we also invite you to participate in the shows and wedding exhibitions we attend around the country. We help you to produce your first commission, which can be used for marketing your own business. Each magazine we produce for your client can be used as a marketing tool to further showcase your business.

Can I have exclusive territory for my area?

No, because the business is so unique we have found that there is room for everyone to benefit. Because we offer a bespoke service each product will be very different from the next.

How much can I expect to earn?

That's completely up to you. We can help if you need something specific to promote StudioPress your way, but your profit potential completely depends on your sales. Our standard commission rate is 35% of every sale you make.

Is there a commission structure or just one flat rate?

There is a commission structure which breaks down roughly as follows,  
£400 - £2000 = 15%  
£2001 - £6000 = 20%  
£6001 - £20000 = 22%





IT'S  
**M**  
y  
MAGAZINE

**IT'S MY MAGAZINE AFFILIATE PACK**

THE STYLISH ACCOMPANIMENT TO  
EVERY LUXURY WEDDING PLANNER

*[www.itsmymagazine.com](http://www.itsmymagazine.com)*

*[info@itsmymagazine.com](mailto:info@itsmymagazine.com)*

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