

year in a snap

Summary & Checklist

Our mission is that everyone, no matter what age, status; single or married, man, woman or child or season of life feel that their story through photos is valuable to tell and share. As Memory Keepers our goal is to communicate the importance of compiling our stories in a tangible way so that they can be experienced, preserved and passed on.

Objectives:

- Motivate people to create a “Year in a Snap” photo album by providing a fun and easy project as well as the time, support, and space to complete it.
- Introduce regular attendees to monthly featured Youngevity products.
- Reach new people (and motivate existing customers).

Who to invite. Make a list of the people who come to mind when you read the list below:

- People who are overwhelmed with photos,
- People who don't have a lot of time to invest in album making,
- People who want accountability and/or support to work on their albums,
- People who want a simple, fast, easy way to complete an album,
- People who are not aware of how technology is affecting their photos.
- People who currently attend your workshops but are seeking a more streamlined approach
- Neighbors you want to get to know
- Friends you want to reconnect with in a meaningful way

Determine dates for your Monthly Workshops. Remember these tips:

- Each participant would be working on the same album project – A Year in a Snap. It could be any year, but we recommend 2016 and 2017 to make it easy.
- Workshops would be two to three hours long once a month.
- Youngevity products will be suggested to preview each month (drinks, oils, lotion, etc) to encourage monthly sales and earnings through Social Selling.

Purchase a Year in a Snap collection and the featured Youngevity products that you will show in January:

- Start making sample pages using traditional and pocket pages using this new collection.
- Read through our list of attributes regarding the two featured Youngevity products so you can share those details at your January workshop.

Watch the training on Snap2Finish and familiarize yourself with the program:

- Before your first workshop, watch all the trainings available for Snap2Finish and start a digital book using the Year in a Snap options. We have available: SnapWhite, SnapLinen and Snap Complete. Snap Complete uses the journaling boxes and border strips from the collection already mounted on the pages. SnapWhite and SnapLinen have a white or linen background and pre-determined templates. If you select white or linen, the full Year in a Snap collection is available to add to your pages in a custom method.

- Trainings can be found on YouTube: <https://www.youtube.com/channel/UCsfdDronE0QORu2sjkZKL9Q/playlists> or in the blog section within Snap2Finish once it has launched.

Email the Flipbook or print the brochure and the opening letter to your potential guests:

- Personalize the brochure by adding your name and contact information
- Email the flip book and letter to those you want to invite. If you don't have an email address, print the letter and brochure and mail or personally deliver them to your potential attendees.
- <https://www.flipsnack.com/YGYmemorykeepingbrands/year-in-a-snap-brochure.html>

Letter to share with those you want to invite:

Hello!

Another year has passed and a lot of cool moments have been captured and shared through social media, but what happens if Instagram is down and you want to show off the photos from your last trip? I am taking on this new year challenging myself to have physical copies of photos so that one day, when Instagram is as dead as Myspace, I can still share my memories.

My goal is to complete 2 years of my favorite photos this year! I would love if you could keep me accountable by joining me once a month to take on this task one bite at a time - ain't nobody got time to do it all in one sitting! We could share our photos, eat snacks, and take a break from our normal routine in taking on this fun and rewarding challenge together!

I have a super simple way for us to make photo albums OUR way - perhaps not the way our mothers did. Clean lines, calligraphy script, and photo filters will make these books stunning to look back on - with minimal time and effort invested! I have attached a cool brochure where you can select your favorite option.

I can't wait for this fun and productive excuse to get together, be creative, and walk away with something that lasts forever!

Once you have looked at the brochure, contact me with your selection and I will add your name to my list of guests! Can't wait to see you!

Once you receive affirmative responses, send this second communication with the video links:

I am so happy that you have decided to join me! To help you prepare for our first workshop, I have included links for two helpful videos. They are each just five minutes long but packed full of great information. If you don't have time to watch them, we will review them again at our first workshop.

Our first video is an introduction to the video series and photography tricks and tips with your iPhone. Here is the link: <insert video link>

The second video is how to find your photos each month, selecting the best ones and editing tricks and tips. Here is the link: <insert link>

Have fun and see you in January!