



PAC NORTHWEST

AMBASSADOR BOOKLET

FOR INSTAGRAM

UPDATED 12.15.16

WELCOME



First of all, congratulations 🎉 on being accepted to our Ambassadorship Program! You've been chosen because, let's be honest, you left an impression on us. For the next 12 weeks we are so stoked to work with you and are honored that you would want to be a part of our team. Truly, the privilege is ours! We want to take good care of you here at Pac Northwest and we know you'll find this to be a truly rewarding experience. You will always have a direct line to us.

As a Pac Northwest Ambassador we will do everything in our power to promote and support you! This will include our efforts to help you grow and promote you as an influential leader in the community. But also, as a Pac Northwest Ambassador, you will receive special “thank you” gifts for your hard work and dedication to the brand throughout your reign. There will be so many other amazing and unique opportunities throughout the duration of the program that will be available to only YOU!

In this booklet, you'll find all you need to get started as a Pac Northwest Ambassador, including the goods you can earn as an ambassador, account guidelines, post guidelines, and more. **If you have any questions** or need clarification on anything, please contact Greg Stone, our owner. He would love to chat with you personally.

Email: greg@pacnorthwestclothing.com

Phone or Text: 360-870-3415



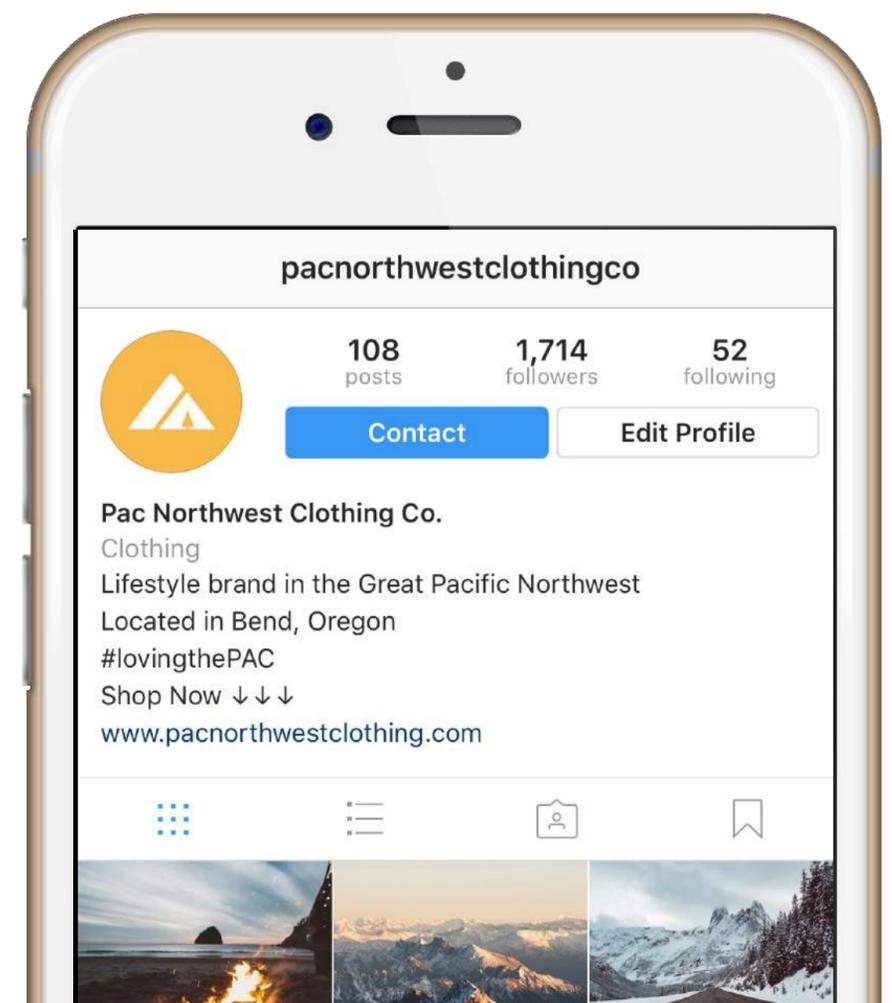
THE OPPORTUNITY



Pac Northwest's Ambassador Program is an incredible opportunity for you, not only to earn rewards toward our store, but also to grow your own following and become a greater influence in your community. While we may be somewhat small now, this is going to change quickly. We've put forth great investment into marketing for the year of 2017. To give you a glimpse, the same Facebook marketer who is responsible for Disney, ESPN, Nissan, Bitcoin and many more, has been hired on to handle all of Pac Northwest's marketing.

By the end of 2017, our goal is to have no less than **20K Followers** on Instagram and **5K Followers** on Facebook and **2K Email Subscribers**. Your help as a Pac Northwest Ambassador will help bring this exposure, and you'll get to reap the fruit of that following as we will do everything in our power to promote you as our ambassador.

All in all, we hope you know that we want this to be a mutually beneficial relationship. We don't want this to be a unilateral relationship, but a bilateral one, where you're benefited as much as we are by your hard work during your time as an ambassador. We believe in personal teamwork here -so let's keep it real, personal and raw.



THE SCHEDULE



Every ambassador program lasts the duration of approximately 12 weeks. We recruit and relaunch every season: Winter, Spring, Summer and Fall. Every ambassador can serve consecutive seasons if they're chosen to and want to. Any points they've earned in the previous season will roll over to the new season. (Points are detailed on the next page).

Below is the schedule for each Ambassador Program Season. (Subject to Change)



WINTER 2017

January 8th - April 1st



SPRING 2017

April 9th - July 1st



SUMMER 2017

July 9th - October 1st



FALL 2017

October 9th - December 16th





There is a lot you can earn as an ambassador, including store credit and free threads directly from our store. What you earn will be dependant both upon how large your following is as well as how large your follower engagement is.

First, you are rated by your follower base. The more followers that you have, the more you earn. Below you'll find a chart of what you can earn as an ambassador.

500+	1K+	5K+	10K+
Welcome Package	Welcome Package	Welcome Package	Welcome Package
10% Continual Discount	10% Continual Discount	10% Continual Discount	10% Continual Discount
	\$15 One Time Credit	\$15 Monthly Credit	\$25 Monthly Credit
			1 Free Tee Monthly

10K+	50K+	100K+
Welcome Package	Welcome Package	Welcome Package
15% Continual Discount	15% Continual Discount	10% Continual Discount
\$35 Monthly Credit	\$75 Monthly Credit	\$150 Monthly Credit
1 Free Tee Monthly	2 Free Tee Monthly	2 Free Tee Monthly

Secondly, you have the opportunity to earn a \$30 credit to the store for every 500 points you earn. Points are earned on post engagement using the “likes” to “follower” ratio percentage. Every percent is equal to 1 point. For example, if you have 500 followers and your latest post received 100 likes, that would be a 20% engagement on likes, which would earn you 20 points. This systems gives you the incentive to post creatively and intentionally to draw more engagement.

ACCOUNT REQUIREMENTS



As a Brand Ambassador, you must be a strong leader within your community, excited about the Pacific Northwest, the outdoors and fashion. You will inspire your peers in a positive manner and create memorable moments that will last with Pac Northwest customers and community members. You will also promote our brand and spirit through out your community and Instagram account -providing us with photos and videos of you wearing our products in every aspect of your life. We want you to share your inspirations and enthusiasm with our growing and like-minded community. Because you will be representing Pac Northwest to the deepest degree, there are specific account requirements you will need to adhere to while an ambassador which are provided below.

YOUR INSTAGRAM ACCOUNT SHOULD...

- have at least 500 consistent followers at all times. If you drop below 500 followers, you may no longer qualify to be an ambassador.
- contain “Ambassador for @pacnorthwestclothingco” in your bio.

YOUR INSTAGRAM ACCOUNT SHOULD NOT...

- host any inappropriate images, pornographic images, hate inspired images or any of the like. Any reports of this will terminate your ambassadorship.

YOUR INSTAGRAM ACCOUNT MAY...

- add our URL (www.pacnorthwestclothing.com) as your bio link. This will earn you an additional 25 bonus points per week.



POST REQUIREMENTS



As a Brand Ambassador, we want your posts for Pac Northwest to represent your personality and creativity more than our brand. We don't want you to feel forced into creating promotional content for us. Make it natural, not promotional. Remember, we're not asking for you to market us -just to represent us. With that said, here are the requirements for posting as a Brand Ambassador.

1.

POST NO LESS THAN TWICE A WEEK, AND NO MORE THAN 3 TIMES A WEEK AND AT LEAST 48 HOURS APART.

We're looking for consistency in exposing our brand, but we also don't want your account or our account to seem spammy. Use discretion in how much you post for Pac Northwest.

2.

TAG, MENTION, AND HASHTAG

Posts must include tagging @pacnorthwestclothingco, have our Instagram account name above the fold in your caption (@pacnorthwestclothingco), and #lovingthePAC somewhere in your caption or comments so we can track it.

3.

MODESTY AND CLASS

Posts should always be modest, especially regarding women. We strongly stand against the objectifying of men or women in popular imagery. Please be sure no torso skin or bare upper legs are shown in your posts for Pac Northwest. Keep it modest.



4.

COMPLIMENT PRODUCT QUALITY & CULTURE

Posts should always compliment the quality of the product, the quality of life and how it makes you feel. No depressing, vulgar or crude posts should be used.

5.

INCLUDE YOURSELF FREQUENTLY IN THE PHOTOS

Your posts should somehow include one of our products, especially on yourself or someone else in your picture. Not all of your posts should be selfies of you, but some should.

6.

MAKE IT NATURAL

We don't want you to feel forced into creating promotional content for us. Make it natural, not promotional.

7.

HAVE FUN

Our greatest desire for you during this Ambassador Program is that you would just have a blast! ENJOY YOURSELF!

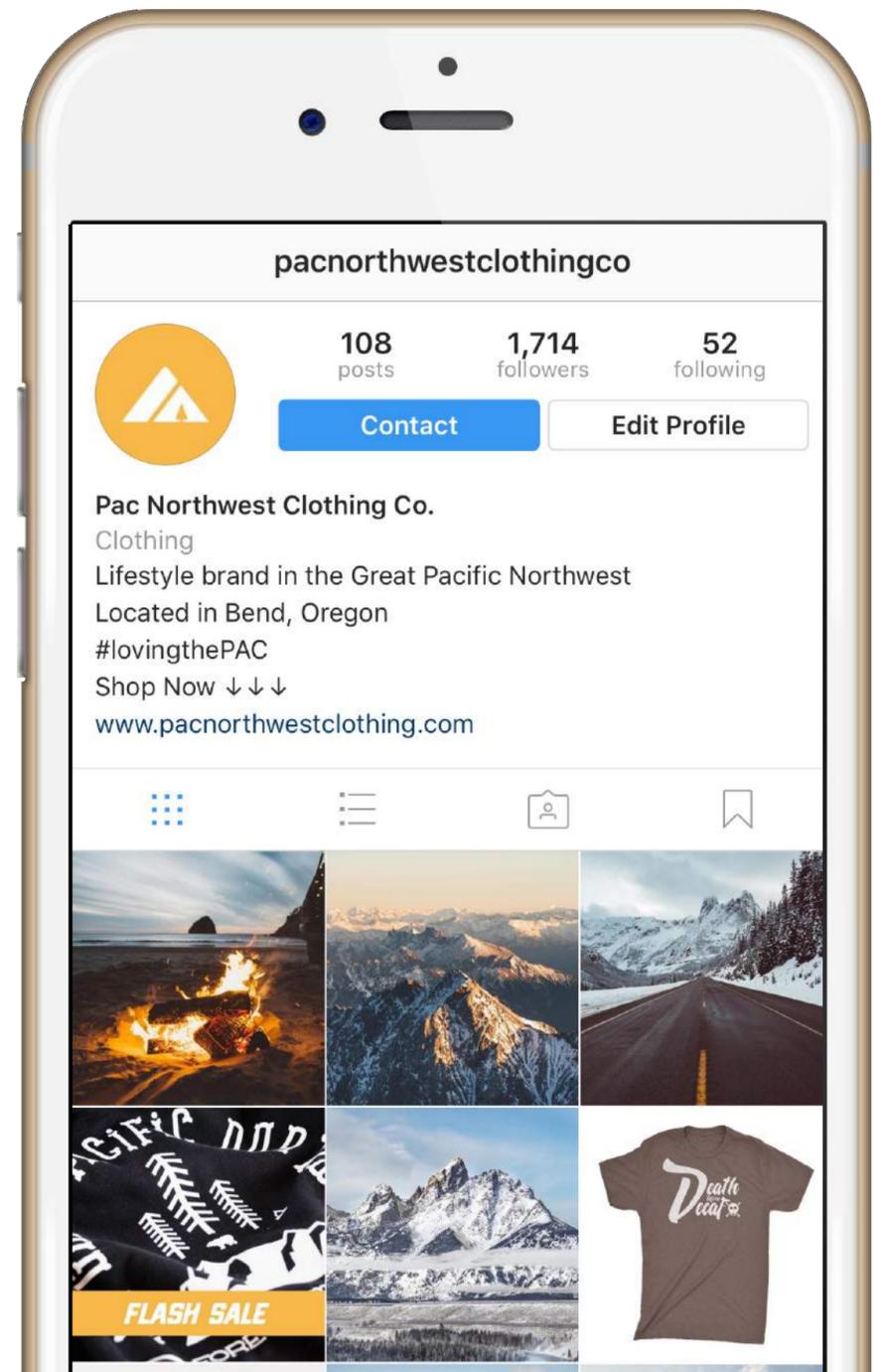


PHOTO TIPS



As a Brand Ambassador, it's important that your photos are clean, green and mean. In other words, your photography on your Instagram account as a whole should represent quality, creativity and sharpness. If you've been looking for a good excuse to go buy the new iPhone, here it is (joking... joking... kinda).

Here are 10 Tips for taking better Instagram photos

1.

TAKE YOUR ORIGINAL PHOTO WITHOUT A FILTER

This is actually more important than you may think. As a general rule in all of design, especially in photography, you want your original photo to have the raw colors and raw lighting. Using a filter to take a photo will only limit you in the long run and give your photo an over filtered look as you try to adjust it post production.

2.

USE A PHOTO EDITING APP THAT'S NOT INSTAGRAM

Over the years, Instagram has gotten a little better with its ability to edit your photos. Ultimately, there are far better apps out there for editing your photos. In fact, to the trained eye, you can usually tell when an Instagram filter was used as compared to a VSCO Cam filter, for instance.

3.

CHOOSE A FAVORITE FILTER AND RUN WITH IT

Redundancy is actually okay. The best and most followed Instagram accounts out there are full of photos that use the same filter over and over and over again. Don't feel like you have to be a versatile beast and try to use every filter available to you. After experimenting with a few filters, pick your favorites and use them over and over again.





LET YOUR BACKGROUND DETERMINE YOUR PHOTO

4.

Something most people don't realize is that more often than not the background is the dictating factor in a quality photo. Your background will usually take up most of the photo. Plus it creates the context. Before placing too much focus on the subject or the object of your photo, first find a quality background that will give your photos quality.

STAY AWAY FROM OVERUSED PHOTO SHOTS

5.

Sunsets, selfies and shaved legs at the beach. I think we get the point. We've seen these same photo shots over and over and over again. I'm not saying we should never post a picture of a beautiful sunset, but if that's all your Instagram feed is full of -just overused photo shots- then you're not likely going to draw too many followers and likes.

BE SYMMETRICAL

6.

Symmetry goes a long way in photos. It organizes your shot and gives it an intentional look. It's always a bummer to see a photo that's almost really good, but because it's off center it's just...not.



TRY USING THE RULE OF THIRDS

7.

Applying the rule of thirds is simple and it can give your photo an incredible look. Instead of placing your subject smack center of the photograph, try placing them in the right or left third of the photo and let the background consume the rest.

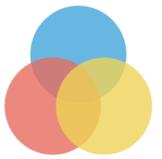


BLESS THE MESS

8.

Sometimes great photos are simply just an organized mess of items brought together in a creative way.





9.

INCLUDE CULTURAL OBJECTS, LIKE A CUP OF COFFEE OR A JOURNAL

People relate to culture, and every photograph has the opportunity to touch on a culture. With that, there are certain objects that have a huge cultural following. For instance, both coffee drinking and journaling are two very popular culture points. Thus, when you focus a photograph around these cultures you're going to almost immediately get brownie points.

10.

SOMETIMES, JUST BREAK ALL THE RULES

Sometimes the best and most creative photos come down to just breaking all the rules and applying a style that is uniquely creative. It's not something you have to try to do -it just happens. Be open to trying new angles and perspectives that go against the flow. These kinds of photos often turn out amazing.



BONUS TIPS

1. BECAUSE WE ARE A PNW LIFESTYLE BRAND, TRY TO INCLUDE AS MUCH OF THE OUTDOORS AS POSSIBLE

2. ANY BACKGROUND WITH GREEN AND YELLOW IS A WINNER FOR ENGAGEMENT

3. TAKE SHOTS THAT HAVE DEPTH

4. TAKE YOUR TIME TAKING YOUR SHOT. GOOD PHOTOS ALWAYS TAKE TIME.



OTHER TO DO'S



As a Brand Ambassador, it's important that you are fully engulfed in the culture of Pac Northwest Clothing Company. Please be sure you fulfill the following.



LIKE & ENGAGE OUR FACEBOOK PAGE

facebook.com/pacnorthwestclothing



TURN ON POST NOTIFICATIONS FOR PAC NORTHWEST ON INSTAGRAM



SUBSCRIBE TO OUR NEWSLETTER

We will do this for you automatically with the email you provided.



SHARE THE LOVE BY WORD OF MOUTH

While your main influence may be on Instagram, anytime you have the chance let people know about Pac Northwest Clothing Company. Word of mouth is still as powerful as ever!



CLOSING THOUGHTS



We can't say it enough -we appreciate you and the hard work we already know you're going to put into this ambassadorship program. Remember, we're a team -a family even, so if you ever need anything, day or night, you give us a shout and we'll do what we can.

It's going to be a great Ambassador season. We simply can't wait!





ROADS ARE MADE FOR TRAVELERS

FOR INSTAGRAM

THE END