

Inspiring Teens®

Official Partner Studio Guide
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As an Official Partner Studio, you are the scout. You identify the teens. We celebrate you both nationally.

What Is Inspiring Teens Magazine?

Inspiring Teens Magazine is a national print and digital publication celebrating teens ages 13–19 for their character, leadership, creativity, and impact. Now in its 10th year with 100+ issues published, ITM has awarded over \$200,000 in merit-based scholarships entirely funded by community support.

Common Questions from Parents:

"Does It Cost Anything?"

Here's how our most successful photographers answer it:

"There is no cost to your family. The \$5 votes are paid voluntarily by the community that rallies around your teen — family, friends, teachers, neighbors. It is a fundraiser. The money goes directly toward teen scholarships, magazine production, and nonprofit partners. And if your teen wins, their scholarship is funded entirely by their ITM leadership led campaign and that community support."

Helpful framing that works:

- "A \$5 vote is less than their daily Starbucks or Dunkin'."
- "Scholarships are capped at \$1,000 — so every vote that comes in above that still supports other teens and nonprofit partners."

"Is it worth the time and effort?"

Here's how our most successful photographers answer it:

"When a college admissions officer Googles your teen's name — and they do — Inspiring Teens Magazine is often the first thing that comes up. That's not a club listing or a grade on a transcript. That's a national publication saying: we chose your student. Your student led a campaign that impacted on their community and benefitted others. That's different."

Helpful framing that works:

- "The teens who run a full campaign come out of it knowing how to network, market themselves, and ask for support — those are skills ITM outlines then helps them with."
- "Even if she doesn't win the scholarship, she walks away with a published national feature, a PR Pack, and a leadership credential she can put on every college application she submits."
- "The effort is 10 days. The credential lasts for years."

"Is this legitimate?"

Here's how our most successful photographers answer it:

"Inspiring Teens Magazine has been publishing nationally for ten years across 100+ issues and has awarded over \$200,000 in scholarships to teens across the United States. You can read every interview and article ever published at inspiringteens.com under "features". ITM has been doing this since your teen was in elementary school."

Helpful framing that works:

- "I've been published in it myself — I wouldn't nominate my clients for something I didn't believe in."
 - "Pull up inspiringteens.com right now — everything is transparent. The scholarship winners, the past issues, the process."
 - "Leslie Conway, the founder, answers every email personally. This is not a faceless organization."
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"Will anyone actually see this?"

Here's how our most successful photographers answer it:

"The magazine is available in print and digital formats and is indexed nationally online. When someone Googles your teen's name, their Inspiring Teens feature is often the first result that comes up — seen by colleges, scholarship committees, employers, and anyone else who searches for them. That kind of positive visibility doesn't go away."

Helpful framing that works:

- "It's not a local paper. It's a national publication with readers across the country."
 - "Every feature lives online permanently — it follows your teen in the best possible way."
 - "Colleges Google applicants. This is what they'll find."
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"What if my teen doesn't win anything?"

Here's how our most successful photographers answer it:

"Every teen who reaches just 10 votes — \$50 from their community — is published in the magazine. Publication is guaranteed at 10 votes. The scholarship is the goal, but the feature is the promise. Your teen's photo, their story, and their name will be in a national print and digital publication regardless of where they finish."

Helpful framing that works:

- "10 votes is grandma, grandpa, two aunts, and a few friends. It's very reachable."
 - "The scholarship is a bonus. The publication is what every teen walks away with."
 - "Even without a scholarship, she has a national credential she can use in college applications, scholarship essays, and her portfolio for years."
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"How much time is this really going to take us?"

Here's how our most successful photographers answer it:

"As much or as little as you choose. The contest runs for 10 days. Some families share the link quietly with close family and reach 10 votes in an afternoon. Others run full community campaigns and reach scholarship levels. The tools and step-by-step guidance are all provided — you're never left figuring it out on your own."

Helpful framing that works:

- "The teens who put in the most get the most out of it — but there's no wrong way to participate."
- "ITM has everything your teen needs to run a successful campaign. It's all laid out for them."
- "10 days. That's it. The credential lasts forever."

"What does my teen actually have to do?"

Here's how our most successful photographers answer it:

"Once they accept the nomination, they complete a short interview so ITM can tell their story — think of it like a mini college essay, but ITM guides them through it. Then when the contest opens, they share their voting link with their community and let the people who already love them show up. The Strategy Lab and Leadership Lab walk them through every single step. ITM will help them with their strategies individually if they get stuck."

Helpful framing that works:

- "The hardest part is accepting that people want to support them. Most teens are surprised by how much their community shows up."
- "ITM will give them caption templates, posting schedules, everything. They don't have to figure anything out."
- "Think of it as a 10-day leadership project. Everything they do during those 10 days goes on their college application."

"What about pictures?"

The image submitted with their nomination is the first thing the world sees — it appears on the voting pages, on our socials, in the magazine, and on the blog. It is the first impression of their story and what the world sees of your vision to help tell it. Make it one that fits both.

- Teens add another image in their acceptance interview.
- Teens who reach level 3 and complete their personal interview can submit four more images.
- We love seeing every side of them and showing off your beautiful images of them! There are plenty of photo opportunities throughout the entire experience.

How to Introduce ITM to Your Clients

The Simple Overview (What to Say)

- "I've chosen you to be nominated for a national teen leadership magazine." or
- "I tell all my clients about this opportunity because they feature teens for their character and impact — not just grades or activities."
- "If your teen participates, they get a national magazine feature and are eligible for a scholarship up to \$1,000."

- "I'll walk you through it, and you can learn more at inspiringteens.com."

What to Show Them

- Pull up inspiringteens.com — the homepage has everything they need to see.
- Show them a past issue that you've been published in — real features from real teens are the best proof. *If you haven't been published yet by ITM, let them know how excited you are to celebrate this first with them!
- Tag [@inspiringteensmagazine](https://www.instagram.com/inspiringteensmagazine) so they can follow and see what past honorees have accomplished.
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Nomination Tips — How to Write a Strong Nomination

*Please ask the teen and parent before nomination them if the timing is right, and for help with the nomination. The best nominations take two minutes and tell us one specific thing — who this teen really is beyond their grades and activities. You don't need to write an essay. You just need to give us a window.

Sentence Starters That Work

- "[Teen's Name] is the kind of teen who..."
- "[Teen's Name] — what sets them apart is..."
- "[Teen's Name] — I nominated them because when I photographed them, I noticed..."
- "[Teen's Name] — most teens their age do X, but they are already doing Y."
- Think of it like a shortened college essay — two or three sentences that show character, not just accomplishment.
- Know that they get an entire Acceptance Interview to tell us more about themselves. The nomination form is an introduction. The Acceptance Interview is the conversation. Their personal interview during the contest is where they really shine.

What to Avoid

- Generic phrases like "she's a great student and a hard worker" without specifics
- Listing every activity without connecting them to character
- Copying directly from a resume or bio

Photo Guidelines

- High resolution — 300dpi minimum
- Submit your strongest image — it appears on their voting page and may be published
- Images that show them doing what they love — dance, musical instruments, art, athletics, and other passions photograph beautifully and tell a stronger story

You've Nominated — Now What? (Steps to Share With Families)

1. Watch for an acceptance email from leslie@inspiringteens.com — check spam if needed.
2. Complete the acceptance interview — this is how we get to know your teen's story.
3. Mark the contest start date on your calendar — monitor emails closely, the timeline matters.
4. When the contest opens, share the voting link immediately.
5. Tag [@inspiringteensmagazine](https://www.instagram.com/inspiringteensmagazine) in every post — we actively reshare.
6. 10 votes = published in the magazine. The contest does the rest.

What Your Client Can Earn

- A dedicated feature in a national print and digital magazine
- Scholarship eligibility up to \$1,000
- A Leadership Project dedicated to their issue — a resume-worthy credential for college applications
- A professional PR Pack ready for scholarship essays, résumés, and portfolios
- Access to the Strategy Lab and Leadership Lab — step-by-step tools to run their campaign

What You Earn as a Partner Studio

- Every campaign exposes your work to 50–200 new local families who have teens — your next clients are already watching.
- A reason for past clients to come back for new images
- Full photography credit in every published feature
- National publication exposure for your work
- "Published in Inspiring Teens Magazine" — add it to your studio bio, website, and marketing materials
- A deeper client relationship built on a milestone moment

Common Questions from Photographers to ITM:

"How do I know if my nomination was accepted?"

We do request that you ask the family and teen if the timing is right before you nominate them — and share information about what you're nominating them for so that the answer is a quick "Yes, I accept!" After we receive that, you will receive a confirmation email from leslie@inspiringteens.com as soon as your nomination is reviewed. We review every nomination personally and will reach out directly if we have any questions. If you don't hear back within a few days, check your spam folder first — then feel free to email leslie@inspiringteens.com directly.

Helpful framing:

- Nominations are reviewed personally — not by an algorithm.
- You will always hear from us either way.
- When your client receives their invitation, you will be copied on the email.

"What happens after I nominate — do I need to do anything else?"

Once you submit the nomination, we let you know when they accept and then take it from there. We reach out to the family personally, walk them through the acceptance process, and send everything they need to participate. When the contest starts, if you are the one who nominated them, we'll cc you on the Day Before and Link is Live emails. Your job at that point is to cheer them on — and share their voting link when the contest opens. Your single post can move the needle to help them along.

Helpful framing:

- You nominate. We onboard. They participate. We all celebrate.

- We keep you copied on key communications so you always know where things stand.
 - Sharing their voting link on your social media is the single most powerful thing you can do during the contest.
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"Can I nominate more than one teen?"

Yes — absolutely. There is no limit to how many teens you can nominate. Many of our most active partner photographers nominate multiple clients per issue to show future clients a lot at once, others nominate one teen per issue to stay actively published. Each nomination is reviewed individually, and each teen receives their own personal invitation.

Helpful framing:

- More nominations means more chances for your clients to be featured.
 - Every published feature carries your photography credit — the more teens you nominate, the more exposure your work receives.
 - You can nominate teens from past sessions too, not just current clients.
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"Can I nominate a teen I photographed a while ago?"

Yes — if they are between the ages of 13 and 19 and reside in the United States, they are eligible for a scholarship regardless of when you photographed them. Some of our most compelling nominations come from photographers who have watched a teen grow and felt compelled to tell their story. *We have published 12 and 20 year olds too when their story moves us. They just need to know in advance they are not eligible for a scholarship.

Helpful framing:

- There is no expiration date on a great story if they meet our guidelines.
 - A past client who sees your nomination is a reason to come back for new images.
 - Reach out to past clients you've been thinking about — the nomination itself is a meaningful gesture.
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"What if my client doesn't accept the nomination?"

We will let you know and keep you in the loop. Sometimes the timing isn't right even after you ask (things do come up unexpectedly). If a client doesn't accept, you are always welcome to nominate them again for a future issue if they don't accept currently. Teens can only accept once every 12 months.

Helpful framing:

- A non-acceptance is not a rejection of you — life gets busy and timing matters.
 - We never pressure families. If they aren't ready, we respect that completely.
 - You can always try again next issue with another teen, and with this teen after 12 months.
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"Do I need a photo release?"

Our standard photo release covers both print and digital formats and is sent directly to you once we have all the images in the hands of our production team and know which of the 6 (or hopefully all 6!) are getting published. If you have questions about usage rights before nominating, just reach out at leslie@inspiringteens.com and we will talk it through personally.

Helpful framing:

- The release is handled as part of the production process — you get the final say.
 - We may ask you for high-res replacements if necessary.
 - Please double check that your images were not altered before sent to us. We want YOUR versions.
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"How do I get credit for my work in the magazine?"

Full photography credit appears in every published feature. Your name and studio are credited alongside your client's story in print and in the digital edition. When the issue is published, we encourage you to post the feature spread to your feed and stories, tag @inspiringteensmagazine, and add "Published in Inspiring Teens Magazine" to your studio bio and marketing materials.

Helpful framing:

- Your credit appears in a nationally distributed print and digital publication.
 - Every feature is indexed online — your name is attached to published editorial work that lives permanently.
 - We actively share & reshare photographer posts when you tag us. Your work reaches our audience too.
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"What if my client asks me something I don't know how to answer?"

Tell them to email leslie@inspiringteens.com — every email is answered personally. You are never expected to know everything about the program. Your job is to make the introduction and believe in your client. We handle the rest.

Helpful framing:

- You are the scout. We are the platform and support system.
 - No question is too small — we would rather answer ten questions than lose one inspiring teen.
 - This guide exists so you have the most common answers at your fingertips before they even ask.
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"How long does the whole process take?"

Contests generally start on the first Tuesday of the month and run for 10 days. From contest start to publication is approximately 6 weeks.

Helpful framing:

- The timeline is predictable and clearly communicated at every step for each issue.
 - You and your client will always know what is coming next.
 - The 10-day contest window is the most active period — everything before and after is relatively low effort.
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"Will I be copied on emails to my client?"

Yes, some — as the nominating photographer you are copied on key communications throughout the process. If you prefer not to be, just shoot us an email and we'll only cc you when your issue goes up for sale at the end of the cycle. If you ever want to adjust your communication preferences at any point, just email leslie@inspiringteens.com and we will take care of it immediately.

Helpful framing:

- Being copied keeps you informed and lets you cheer your client on in real time. Most photographers find that staying in the loop helps them support their client more effectively during the contest.
- You will not be copied on vote counts – we only send those to the teen and primary parent. It's up to them if they want to share this information.
- You always have the option to opt out of emails.

Questions? Email leslie@inspiringteens.com

inspiringteens.com | [@inspiringteensmagazine](https://www.instagram.com/inspiringteensmagazine) | Think Like an Icon.