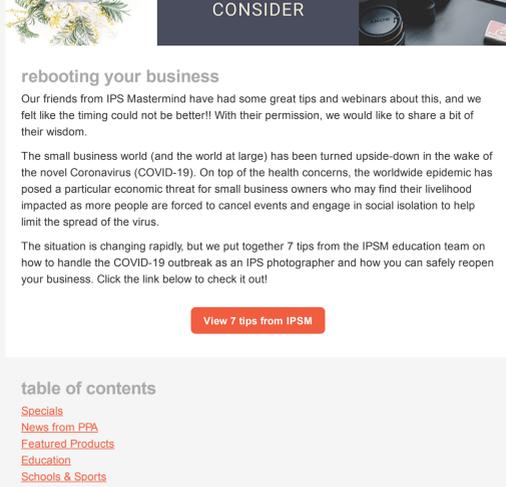


CONNECTIONS NEWSLETTER, JUNE 2020



rebooting your business

Our friends from IPS Mastermind have had some great tips and webinars about this, and we felt like the timing could not be better!! With their permission, we would like to share a bit of their wisdom.

The small business world (and the world at large) has been turned upside-down in the wake of the novel Coronavirus (COVID-19). On top of the health concerns, the worldwide epidemic has posed a particular economic threat for small business owners who may find their livelihood impacted as more people are forced to cancel events and engage in social isolation to help limit the spread of the virus.

The situation is changing rapidly, but we put together 7 tips from the IPSM education team on how to handle the COVID-19 outbreak as an IPS photographer and how you can safely reopen your business. Click the link below to check it out!

[View 7 tips from IPSM](#)

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(these links may not work on mobile devices)

june specials



Image by Sal Cincotta

30% off gallery wraps

Coupon code: **MSCANVAS30**

- Includes Gallery Wraps, Framed Gallery Wraps, Cluster, Mosaic and Split Wraps
- No limit
- Order through h+h studio
- Expires 6/30/2020

july specials

Pick 4 Special – total of 4 products, one each week - plus BONUS week

august specials

- 30% off all sales sample kits
- 30% off all press books - does not include booklets

[View Specials Page](#)

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news from PPA

PPA 2-month membership waiver

PPA Members: Have you applied for your 2-month Membership Waiver?

[Apply today](#)

As the photographic industry struggles in the midst of uncertainty, PPA is working to take definitive steps to set the pace for future recovery with the #InItTogether Relief Package.

[Get the details](#)

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featured products



custom boxes, flush matte metal covers, crushed velvet end sheets, artisan leathers with rounded tucked corners

salvatore cincotta collection albums

Tell your client's story with the quality it deserves. Luxury albums don't have to be expensive, they just need to look expensive. The Salvatore Cincotta Collection by H&H Color Lab is a new line of luxury albums inspired by one of the top wedding photographers in the world.

Featuring artisan materials

Not all cover materials are created the same. There is a high level of quality and craftsmanship that goes into curating and developing the perfect product. Our team invests a significant amount of time to ensure the materials we choose will stand the test of time and offer something unique for you to present to your clients.

[Learn More](#)



interchangeable image blocks

When seniors can't choose just one; choose [Interchangeable Image Blocks](#) - 9 Square

Our image blocks are soft, satin-finished photographic prints wrapped around a wood block base. The tight 90-degree wrapped edges give clean lines for a finished, contemporary look. This system allows you to choose either a single image block or multiple image blocks arranged as a collage and floated on top of the base. Our blocks come finished and ready to hang.

Best of all, our interchangeable block system allows you to easily remove the floating blocks and create a new look or update images. This makes the image block perfect for Baby's First Year programs, wedding, engagement, senior and children collages.

Interchangeable Image Blocks - a fun a product that allows you to unleash your creativity while building repeat sales!

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education



ONLINE | JUNE 22-26, 2020  
AND  
IN PERSON | JULY 8 & 9, 2020

schools 101 hybrid

Register for our new Hybrid Schools 101 two-part class! Schools 101 is now a combination of online and in-person training.

**Online class:** June 22-26, 2020, 8:30am-10am each day

**Location:** Online – in the comfort of your home!

**In person training:** July 8-9, 2020

**Location:** H&H Color Lab

**Description:** In this two-part combination class, H&H Schools 101 focuses on the basics of school photography. This beginner-level workshop is designed for photographers who are interested in getting started in the volume schools business or have less than 5 contracts.

**EARLY BIRD SPECIALS END JUNE 15TH**

[SIGN UP NOW TO SAVE](#)



KANSAS CITY, MO | JULY 16 – JULY 18, 2020

[Register Now](#)

sports bootcamp

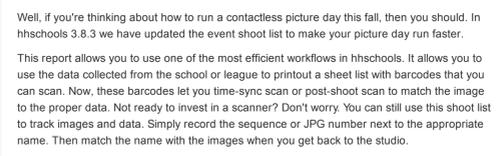
**NEW DATE:** July 16-18, 2020

**Location:** H&H Color Lab

**Description:** H&H Sports Bootcamps focus on the basics of youth sports photography. This beginner-level workshop is designed for photographers who are interested in getting started in the volume sports business or photographers desiring to grow their current team & individual (T&I) sports business.

**EARLY BIRD SPECIALS END JUNE 15TH**

[SIGN UP NOW TO SAVE](#)



KANSAS CITY, MO | JULY 27-28, 2020

[REGISTER NOW](#)



n-vu bootcamp

**Date:** July 27-28, 2020

**Location:** Kansas City, MO

**Description:** N-Vu Boot Camp is designed to improve how you market and sell photography products and services. In this highly interactive class, you will spend hands-on time learning N-Vu's software, and how to apply best practices to help your business thrive. Top working professionals will show you how they guide clients through the sales process from lead generation to sales room techniques. Join us and learn how industry-leading photographers use N-Vu to save time and grow revenue.

[More information and to register](#)



wall portrait re-boot camp - a kevin jordan boot camp

**New Date:** OCTOBER 4-6, 2020  
Hosted in Raytown, Missouri at H&H Color Lab

Join Portrait Business Coach Kevin Jordan and a small group of like-minded portrait artists for a fun interactive group coaching intensive October 4-6, 2020 at H&H Color Lab!

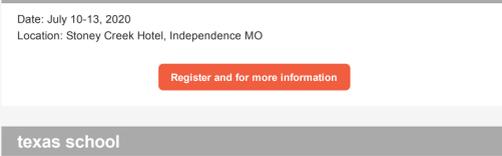
Together you will learn how to stand out from your competition and confidently position your company to specialize in decorating homes with portrait art galleries. The core purpose of this class is to increase your profits per client with top shelf offerings while gaining valuable time to improve your overall lifestyle.

You will not be in this alone! In this group learning experience you will be collaborating and sharing with classmates in break out sessions to understand the material while also developing your ideas, goals, strategies, and a new plan of action based on your individual ambitions.

[View Class Info](#)

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schools & sports



magic crop for hhschools

In order to be a profitable school photographer, you need to take a photo every minute during your photo shoot - and get paid for it. But, when we talk to school photographers, we often hear the problem comes when it's time to process all the thousands of those photos, because it ultimately keeps you from photographing more. Which, in turn, makes you feel nervous about taking on more work.

We understand cropping can be one of the most time consuming post-processing tasks. This is why we make post processing simple. Here's how we do it:

1. Follow your normal image match and culling process in hhschools. Then, when you're done, start the magic crop.
2. Let our AI magically crop all of your images while you work on the rest of the project.
3. When you're done, behold the magical cropping and submit the order.

You can stop spending hours sitting at your computer cropping images and answering calls from impatient parents and instead spend your time the way you want.

[Get Magic Crop Today](#)

hhschools custom export builder

At H&H Color Lab, we know that you want to be a successful school photographer. In order to do that, you need to take care of your schools. The problem is, there are literally hundreds of school admin programs out there. Each has their own requirements for image sizing, file naming, and associated data, which can be confusing. And you have to get it right and get it to your customer fast. We believe you shouldn't have to waste your money and time to support the school on something they expect for free.

We understand, which is why we make it simple for you to quickly create custom exports directly from hhschools. Here's how we do it:

1. Filter to the images your school needs
2. Enter the customizable settings
3. Send the school the images and data that they asked for

So, click below to order your license today! And in the meantime, watch this demo:



So stop wasting time and money, frustrating your schools with the images that don't import. Instead, take calls from schools that want to book you for their next picture day.

[Order Custom Export Builder](#)

hhschools event shoot list

Have you printed an event shoot list from hhschools recently?

Well, if you're thinking about how to run a contactless picture day this fall, then you should. In hhschools 3.8.3 we have updated the event shoot list to make your picture day run faster.

This report allows you to use one of the most efficient workflows in hhschools. It allows you to use the data collected from the school or league to printout a sheet list with barcodes that you can scan. Now, these barcodes let you time-sync scan or post-shoot scan to match the image to the proper data. Not ready to invest in a scanner? Don't worry. You can still use this shoot list to track images and data. Simply record the sequence or JPG number next to the appropriate name. Then match the name with the images when you get back to the studio.



are you ready for some free marketing?

This program costs you nothing, makes you money, and provides the opportunity to add revenue from events you've already photographed. Father's Day is coming up; so if you want to participate, you will need to take action now. And there is more to come. To help you start planning, here are the dates for the rest of the campaigns we will run this year. Don't worry, we will remind you as we get closer.

[More Info](#)

order entry services

This spring did not go according to plan. And, if we're being honest, while you prepare for fall, you don't know exactly what to expect either! The point is, taking pictures is the easy part. The hard part is getting the thousands of client orders correct and delivered in a timely fashion, while maintaining a contactless service and delivery AND coordinating with all your schools and leagues. Which is why we want to help you make the most of whatever it is that happens this fall. Let H&H take care of your school order entry (OES), so you can be free to focus on the photography and customer service needs of your schools. If you aren't confident you can work up an order the day after you photograph it, sign up for OES. But hurry, space is limited and all applications must be submitted before the end of this month.

[Apply for OES Today](#)



SPORTS PHOTOGRAPHY CALENDAR

STAY AHEAD OF THE COMPETITION

Download this Sports Photography Calendar to help plan your year and stay ahead of the competition. This helpful tool includes reminders for sales opportunities, marketing, account maintenance, and all other sports photography tasks to proactively prepare you for success.

[Download](#)



4 EXERCISES TO HELP YOU CRUSH YOUR NEXT PICTURE DAY

**total sports blog**  
We launched our new sports blog on [sports.hhcolorlab.com](#) to keep you up-to-date on everything happening in the sports photography industry. Watch for new blogs each week!

[Read our latest blog post!](#)



facebook school & sports group

Are you on facebook? Join the hhschools user community. This is a safe place where a community of school and sports photographers who partner with H&H can help one another by sharing the best ideas on how to use hhschools software to save time and help grow your business.

[Join today!](#)

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H&H on the road

With the Covid-19 affecting dates for various shows and workshops, we will do our best to keep our [calendar of events](#) updated. This is a fluid situation, of course, and the information below is current at this time, but subject to change. Check back frequently on our [events page](#) for ongoing updates. Thanks for your understanding and patience!

develop 2020 MOPPA

**Date:** July 10-13, 2020  
**Location:** Stoney Creek Hotel, Independence MO

[Register and for more information](#)

texas school

**Date:** August 31-Sept 4, 2020  
**Location:** Renaissance Dallas Addison TX

[Register and for more information](#)

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