

Taking Back Happy

Kia Bondurant's Top 10 Pandemic Checklist

Recently, Kia Bondurant wrote an article for *The Photographer Magazine*, a Texas PPA publication. It is overflowing with great ideas, inspiration and real things that you can do to help jump start your creativity as you "get back in the game!" We are seeing senior photography starting to take off! Whether you apply her ideas to Seniors - 2021, or other photography models in your business, this article should start your ideas flowing!

Many people feel the portrait photography business is struggling, and both experienced and new photographers see their struggles as unique. We believe photography has a bright future and amazing opportunities! Enjoy reading how Kia has embraced the struggle to create new energy and ideas in her senior business!

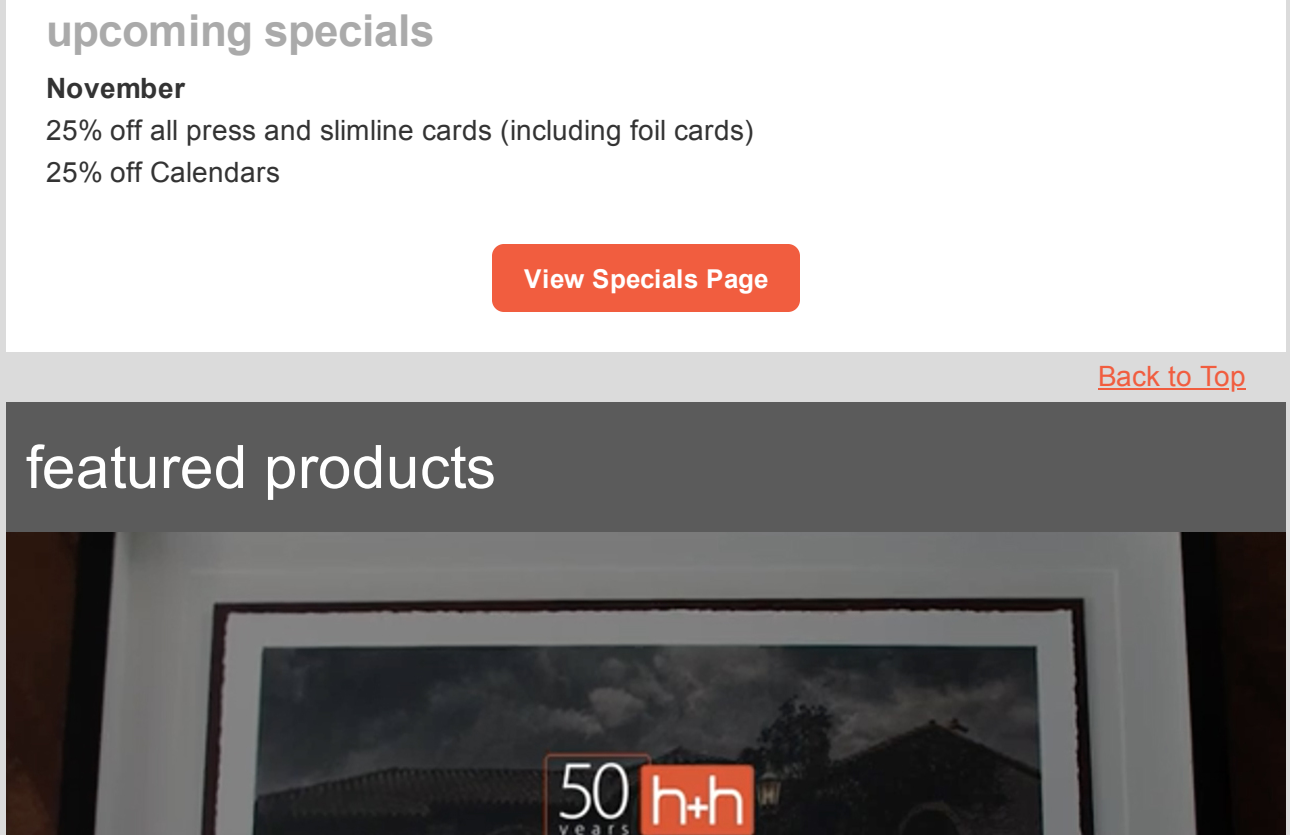
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october specials

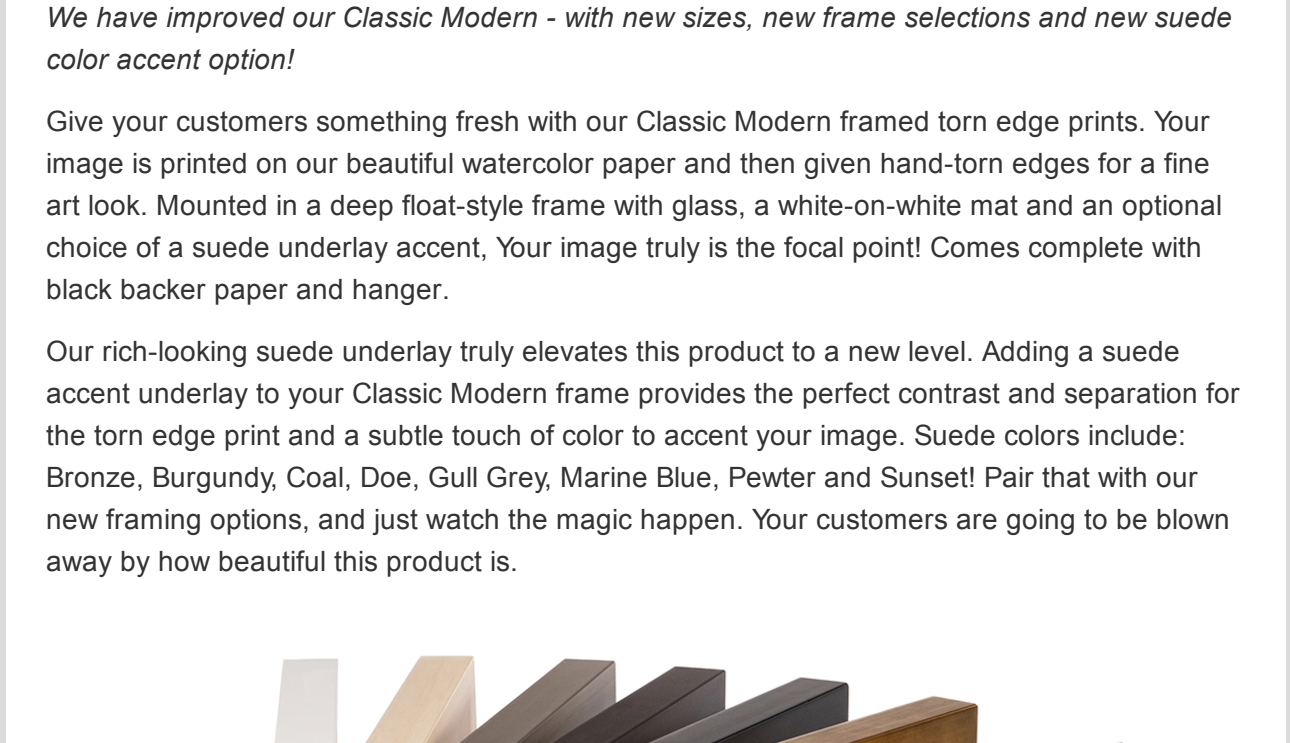


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upcoming specials

November

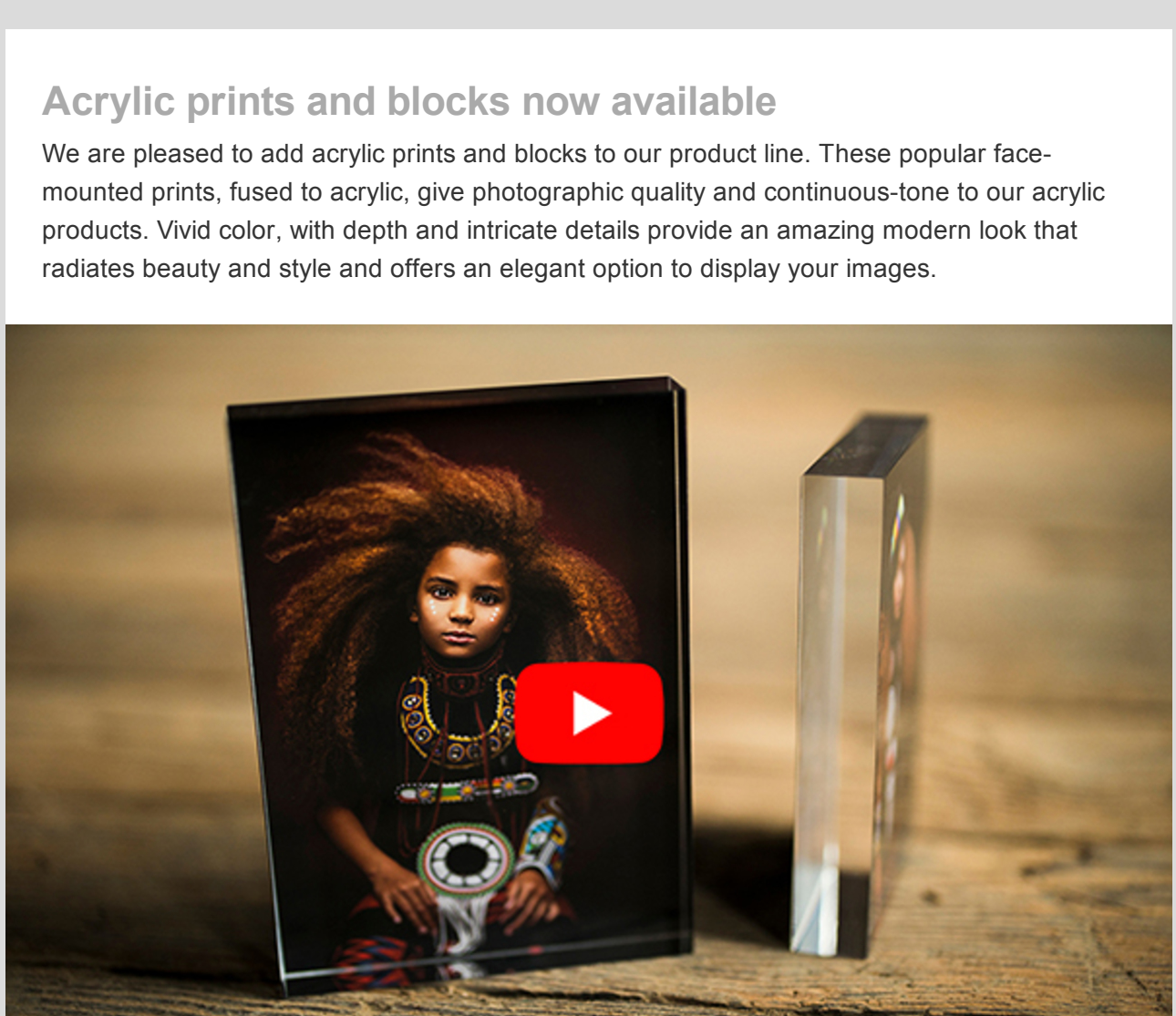
25% off all press and slimline cards (including foil cards)

25% off Calendars

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featured products



50 h+h
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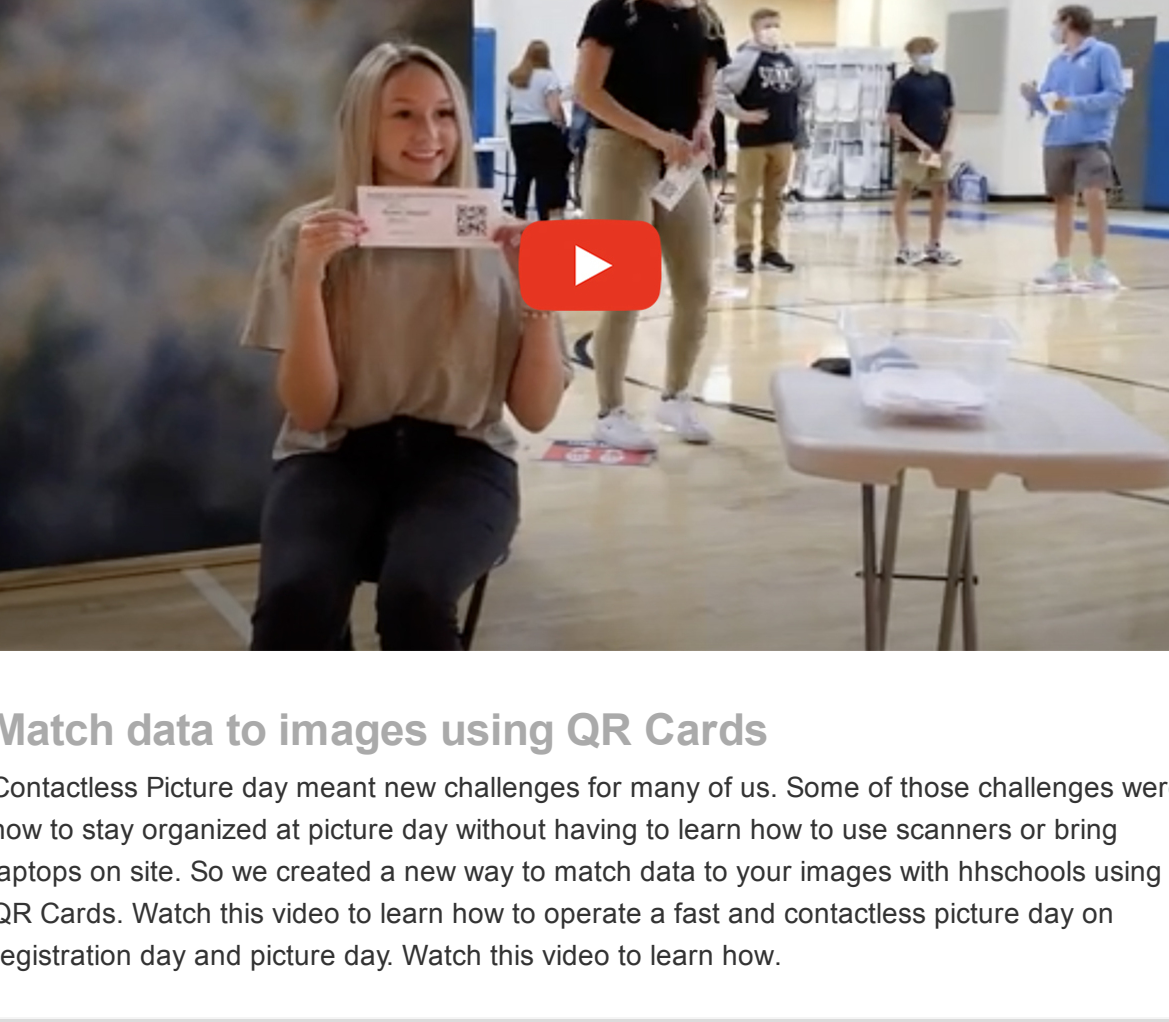
Images by: CreativeSoul

Our Classic Modern just got a new look

We have improved our Classic Modern - with new sizes, new frame selections and new suede color accent option!

Give your customers something fresh with our Classic Modern framed torn edge prints. Your image is printed on our beautiful watercolor paper and then given hand-torn edges for a fine art look. Mounted in a deep float-style frame with glass, a white-on-white mat and an optional choice of a suede underlay accent, Your image truly is the focal point! Comes complete with black backer paper and hanger.

Our rich-looking suede underlay truly elevates this product to a new level. Adding a suede accent underlay to your Classic Modern frame provides the perfect contrast and separation for the torn edge print and a subtle touch of color to accent your image. Suede colors include: Bronze, Burgundy, Coal, Doe, Gull Grey, Marine Blue, Pewter and Sunset! Pair that with our new framing options, and just watch the magic happen. Your customers are going to be blown away by how beautiful this product is.



Acrylic prints and blocks now available

We are pleased to add acrylic prints and blocks to our product line. These popular face-mounted prints, fused to acrylic, give photographic quality and continuous-tone to our acrylic products. Vivid color, with depth and intricate details provide an amazing modern look that radiates beauty and style and offers an elegant option to display your images.

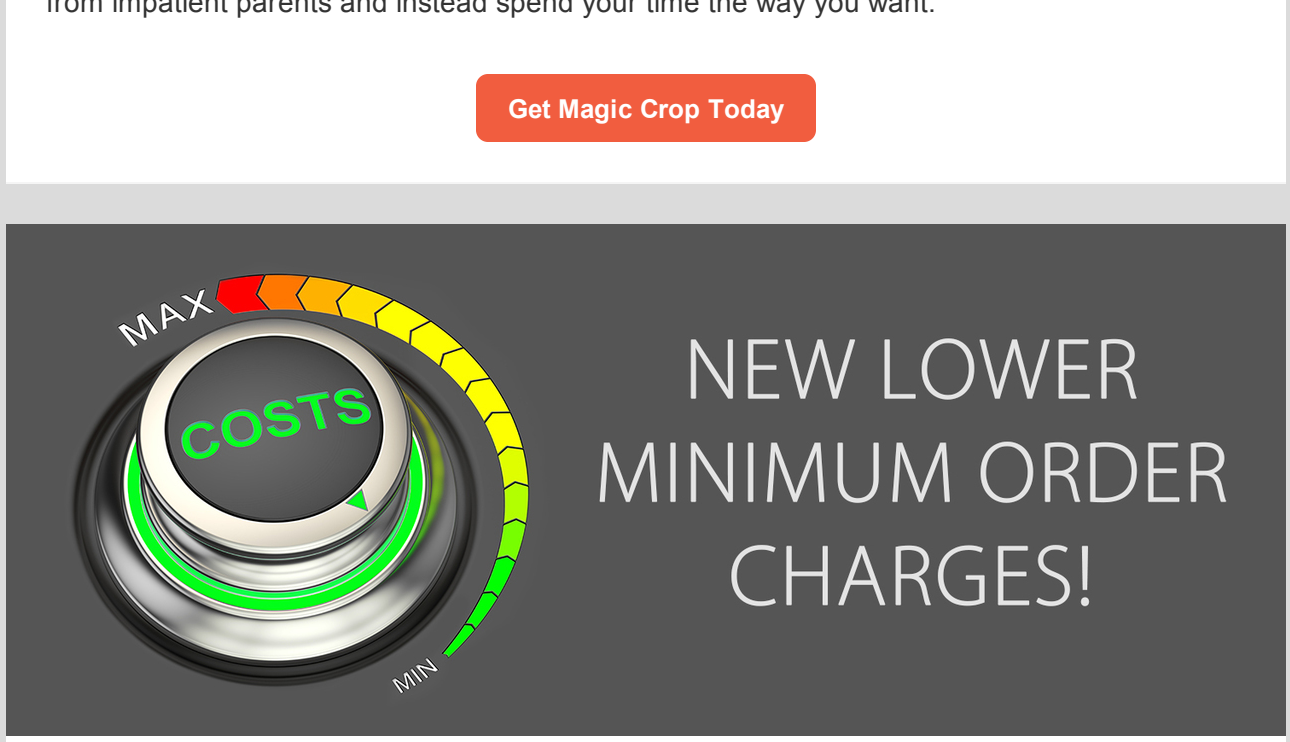


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n-vu



NOW INTEGRATED
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Power up your order management and bookkeeping with our new 17hats integration. Once connected, your N-Vu orders will automatically sync to your 17hats account, allowing you to track all your income in one place and take advantage of 17hats' powerful bookkeeping features.

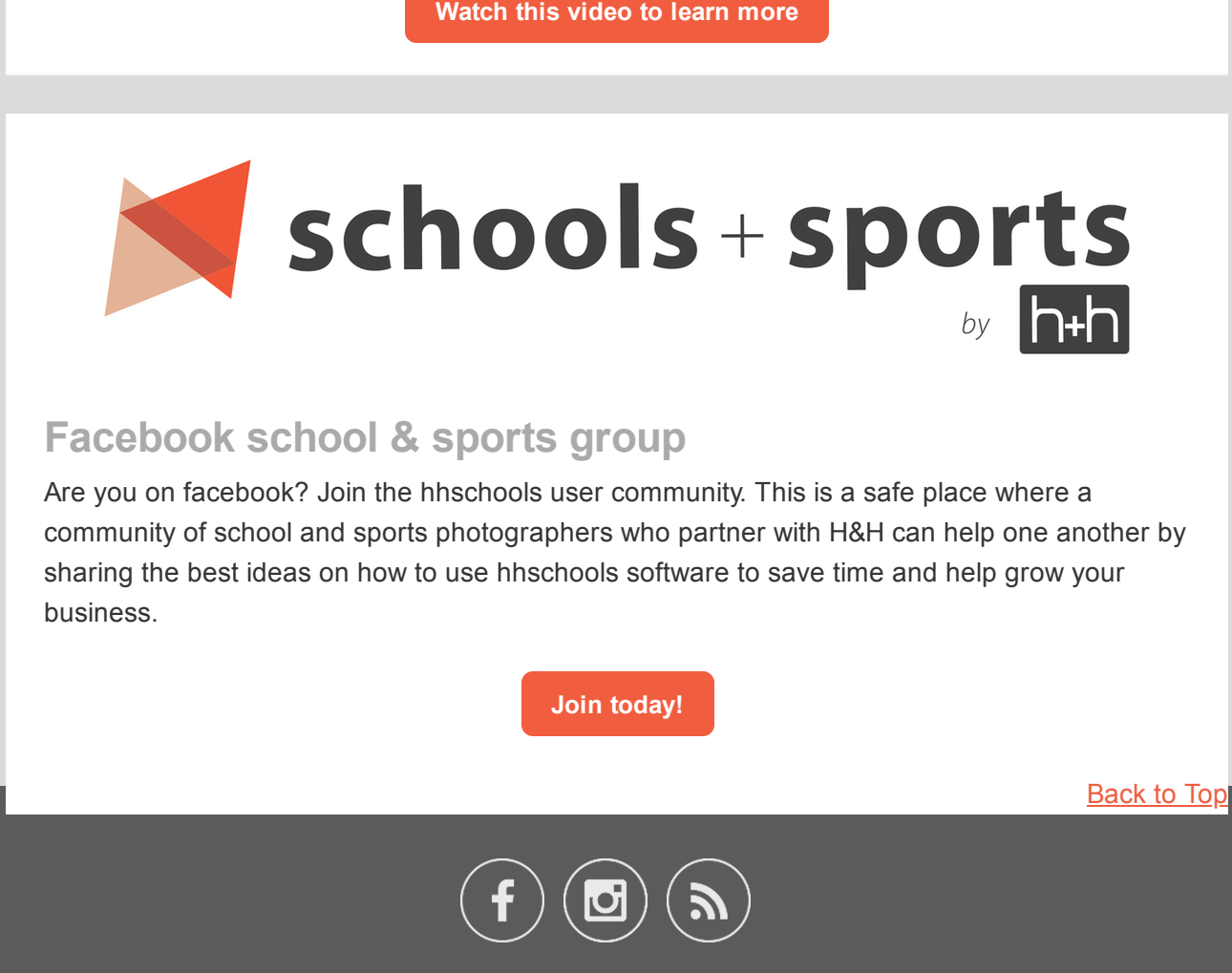
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schools & sports



Match data to images using QR Cards

Contactless Picture day meant new challenges for many of us. Some of those challenges were how to stay organized at picture day without having to learn how to use scanners or bring laptops on site. So we created a new way to match data to your images with hhschools using QR Cards. Watch this video to learn how to operate a fast and contactless picture day on registration day and picture day. Watch this video to learn how.

himagehost Marketing
MAKING YOU MONEY
NEW FEATURE TO AUTOMATE ONLINE SALES

HHIH Automated Marketing Funnel is a success

As you prepared for this fall, not only did we provide you options to operate a contactless picture day. We created an automated marketing funnel in himagehost to help you increase sales and improve buyer experiences. Over the past two months we have doubled the industry's marketing standards to bring more leads to your events and increase your sales. Check out these videos if you want to know more:

[Learn More](#)

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 thousand 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:

- Follow your normal image match and culling process in hhschools. Then, when you're done, start the magic crop.
- Let our AI magically crop all of your images while you work on the rest of the project.
- When you're done, hitting 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](#)

NEW LOWER MINIMUM ORDER CHARGES!

It's nice to have parents calling you to order more. But without the benefit of sending in hundreds of orders, the cost of the reorders and late orders can really add up. That is why we lowered the cost of reorders placed in hhschools and hhsports to \$5.50.

- Open the project you placed the original package order from and enter in the reorder
- When checking out, on the package order screen, check the reorder box
- Submit the order within 365 days of the original order

When we get the order we will change the \$10 minimum order to \$5.50. And don't forget, ship-to-home, you can expect a 51¢ order minimum charge on your invoice. Instead of \$5.01.

So finally, instead of making complicated reorder processes to assure you don't lose money or make parents angry, you now can look forward to those calls from parents wanting to give you more money! To stay up-to-date on improvements like this and more, be sure to join our hhschools users facebook group.

[Join the Community](#)

hhschools event shoot list

Event Shoot List

Project Name: Summer Academy
Grade: First Grade - Teacher: Elizabeth Schmidt
LastName, FirstName
Cobb, Charlee
Gim, Elena

hhschools update
EVENT SHOOT LIST
RUN A SMOOTH CONTACTLESS PICTURE DAY

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 print out a sheet list with barcodes that you can scan. Now, these barcodes let you time-sync scan or post-scan 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.

[Watch this video to learn more](#)

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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