

STUDIO CHECKLIST

Pre-Season action plan for the School Season

We put together a calendar for you as a starting place for a pre-season action plan that will help you prepare for a strong school season. Our experience is that studios that complete their setup and scheduling in time with 2 weeks before their first picture day have a dramatically more successful season. Read through this list and look at your specific contracts, then add any missing tasks that you will also need to complete.

Please take the time to practice and prepare so we can celebrate together after a smooth and profitable season that results in happy schools, happy parents and growing business!

DECISIONS THE STUDIO WILL NEED TO MAKE:

- **Prepay** or **proof** sales?
- Will you offer background replacement **Knockout Services** or not?
- Is your staff trained to work up the projects the day after each shoot?
- Will you use **hhimagehost** for **online prepay** and/or **second sale**?
- Will you offer **image downloads** with your print packages?

WEEK 1 // 7 WEEKS BEFORE PICTURE DAY

- Put school photography dates on the calendar. Then block out the next day to work up the order.
- **Submit a Knockout test** if you plan on offering green screen, blue screen or Masters extraction.
- Pick a Schools **Prepay**. or **Proof** design.
- Review the products, packages, pricing and designs on that flyer and note any changes.
- Call Customer Service to get hhschools training lined up for you and your staff.
- Set up packages in hhschools.
- Sign up for **hhimagehost** if you will use online sales for prepay packages.
- Fill out the **flyer design order form** or **download the template** to design it yourself (prepay only).

WEEK 2 // 6 WEEKS BEFORE PICTURE DAY

- Decide how you **match data** to the images
- Order any camera cards, labels or scanners needed for your data match
- Proof and approve your final flyer design from design center.
- If prepay, **watch this video** then order your flyers in hhstudio.
- Setup hhimagehost home page settings
- Contact schools to request student and staff data for picture day.



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WEEK 3 // 5 WEEKS BEFORE PICTURE DAY

- Ask schools for a list of all **service item** needs (ID, stickers, mug book, etc.)
- Design any studio backgrounds needed for ID cards and any other service item products.
- **Order marketing samples** for all products and service items.
- Submit a test order for all service items your schools will use.
- Setup your himagehost 2nd sale price list
- Setup all himagehost 2nd sale events.
- Contact schools to request student and staff data for picture day.

WEEK 4 // 4 WEEKS BEFORE PICTURE DAY

- Test the ID cards and other service items from your test order at the school
- Setup/check your himagehost prepay price list.
- Setup all himagehost prepay events.
- Set up and photograph a test shoot with 10-12 students - utilize complete data match workflow. i.e. create and print barcodes (if you are scanning)
- Submit your test order using hhschools to H&H with all of the sorting, packaging and labeling options selected. Call customer service to let them know your test order is in-bound so they can review it with you.
- Join **hhschools users facebook group**
- Contact schools to request student and staff data for picture day.

WEEK 5 // 3 WEEKS BEFORE PICTURE DAY

- Receive your test order back from H&H.
- Look at test order packaging, labeling, sorting, contents, color - all details. If something is not exactly how you expected it, call your customer service rep to discuss options.
- Train your staff on picture day procedures.
- Test all of your picture day equipment.
- Contact schools to request student and staff data for picture day.

WEEK 6 // 2 WEEKS BEFORE PICTURE DAY

- Order your picture day **posters** and **reminders**.
- Deliver flyers to the schools.
- Begin marketing to parents.
- Create hhschools project, import student and staff data, and print camera cards / labels (including blanks)
- Follow-up with schools that have not yet responded to your requests for data.
- Go through this list again and be sure everything is completed.

If at any point you have questions, give us a call. 1-800-821-1305. Our trained staff is standing by.