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SPORTS PHOTOGRAPHY

PLANNING CALENDAR

SPRING-SUMMER SEASON	FALL SEASON	WINTER SEASON
<p>SPRING SPORTS LEAGUES</p> <ul style="list-style-type: none"> • Volleyball • Flag Football • Soccer • Dance Schools <p>SPRING SCHOOL SPORTS</p> <ul style="list-style-type: none"> • Baseball • Softball • Soccer (girls) • Swim (boys) • Track • Golf (boys) • Tennis (boys) <p>SUMMER SPORTS LEAGUES</p> <ul style="list-style-type: none"> • Baseball • Softball • Swim Teams • Dance • Golf • Tennis 	<p>FALL LEAGUE SPORTS</p> <ul style="list-style-type: none"> • Football • Soccer • Cheer • Volleyball <p>FALL</p> <ul style="list-style-type: none"> • School Sports • Football • Volleyball • Soccer (boys) • Cheer / Drill Teams • Golf (girls) • Cross Country • Tennis (girls) • Gymnastics • Bands 	<p>WINTER LEAGUE</p> <ul style="list-style-type: none"> • Basketball • Wrestling • Indoor Swim <p>SCHOOL SPORTS</p> <ul style="list-style-type: none"> • Basketball • Wrestling • Swim (boys) <p>CLUB SPORTS</p> <ul style="list-style-type: none"> • Lacrosse • Field Hockey • Bowling <p>EXTRAS</p> <ul style="list-style-type: none"> • Dad/daughter date night • Mother/son date night • Cub Scouts • ROTC

JANUARY	FEBRUARY
<ul style="list-style-type: none"> • Continue to photograph winter sports leagues and schools • When school & league offices open after Christmas & New Year, deliver any pictures from end of year • Confirm spring and summer dates for schools & leagues and begin printing and delivering sports flyers • Take one last look at possible new business for spring and summer • Design & print your spring sports flyers • Decide your post production workflow - consider H&H Order Entry Services • Set up hhimaghost online sports price list & events • Order new picture day samples • Learn the latest fundraising & commission replacement options then implement into you sales program 	<ul style="list-style-type: none"> • Finish up any late winter sports photography • Continue to deliver: <ul style="list-style-type: none"> • Winter sports jobs • Envelopes for spring and summer contracts • Continue to make new contacts for spring and summer • Renew contracts for sports you just delivered



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MARCH

- Start to rebook and schedule school sports for next school year
- Continue to deliver summer flyers
- Begin school spring sports
- Pay commissions for winter league sports jobs
- Confirm fall sports contracts/new business

APRIL

- Finish photography for spring school sports
- Photography for league spring sports starts
- Dance season begins
- Continue to book dates for school sports for next school year
- Continue to work on fall sports new and old

MAY

- BIG month for dance schools
- Finish spring photography and deliver spring jobs
- Summer photography full speed ahead
- Pay commission for schools and spring sports
- Continue to fill in fall calendar
- Deliver last of spring sports
- Consider using hhschools "Studio Bridge" to offer more products to your customer
- Add KO (Knock out) Sports to increase your sales

JUNE

- BIG, BIG summer month for leagues
- Finish school commission
 - May be last contract before school offices close
 - Check on when they will reopen
- Finish spring commissions
- Deliver:
 - Early summer jobs
 - Start to deliver fall flyers
- Start working on winter sports new and old
- Design & print your fall sports flyers
- Set up hhimagehost online Sports price list & events
- Order new picture day samples
- Confirm winter sports contracts & new business

JULY

- Finish summer photography
- Deliver:
 - Summer jobs
 - Envelopes for fall
- Continue to work on winter sports new and old
- Summer commissions
- Renew contracts for sports you just delivered

AUGUST

- Start fall school sports
- Continue to deliver summer commissions
- Get in touch with your school sports contacts and confirm:
 - Sports days, time, location
 - Be ready for last minute changes
- Possibly begin league photography by end of month
- Deliver images for fall program ASAP after picture day



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SEPTEMBER

- Complete school sports
- Big month for fall league work
- Deliver:
 - School pictures
 - Winter flyers
 - Pictures, as they are ready
- Continue to work on winter business
- Consider using hhschools "Studio Bridge" to offer more products to your customer
- Add KO (Knock out) Sports to increase your sales
- Make plans & sign up to attend trade shows for networking & education

OCTOBER

- Deliver:
 - Fall pictures (continued)
 - Flyers for winter
- Fall picture photography continues
- Confirm school pictures for winter
- Design & print your winter sports flyers
- Set Up hhimaghost online sports price list & events
- Order new picture day samples
- Renew contracts for Sports you just delivered & also for spring sports

NOVEMBER

- Clean up any fall sports business
- Start winter school photography
- Pay commissions for fall jobs
- Start making contacts for spring and summer, new and old
- Be sure schools have images needed for winter sports program

DECEMBER

- Finish school winter sports pictures
- Deliver winter sports pictures for schools
- Photography starts for winter leagues
- Get as many commissions paid as you can before January 1st
- Consider using hhschools "Studio Bridge" to offer more products to your customer
- Add KO (Knock out) Sports to increase your sales