



# STUDIO CHECKLIST

*Pre-Season action plan for the Sports 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 sports 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 in that results in happy teams, happy parents and growing business!

## DECISIONS THE STUDIO WILL NEED TO MAKE:

- Will you offer **Knockout Sports** or **Traditional Sports**?
- Is your staff trained to work up the projects the day after each shoot?
- Will you use **hhimagehost** for online prepay and second sale?
- Will you offer image downloads with your print packages?

## WEEK 1 // 7 WEEKS BEFORE PICTURE DAY

- Put sports photography dates on the calendar. Then block out the next day to work up the order.
- **Let H&H know you are interested** if you plan on offering Knockout Sports.
- Pick a **Sports Flyer Design**.
- Review the products, packages, pricing and designs on that flyer and note any changes.
- Call Customer Service to get hhsports/hhschools training lined up for you and your staff.
- Set up packages in hhsports/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.

## WEEK 2 // 6 WEEKS BEFORE PICTURE DAY

- Decide how you **match data** to the images
- Proof and approve your final flyer design from design center.
- **Watch this video** then order your prepay flyers in hhstudio.
- Setup hhimagehost home page settings
- Contact teams to request athlete data for picture day.



# STUDIO CHECKLIST

*Pre-Season action plan for the Sports Season*

## WEEK 3 // 5 WEEKS BEFORE PICTURE DAY

- **Order marketing samples** for all products and service items (Banners, Plaques, Photo Balls, Coaches Gifts).
- Setup your himagehost 2nd sale price list
- Setup all himagehost 2nd sale events.
- Setup/check your himagehost prepay price list.
- Setup all himagehost prepay events.
- If you are using barcodes, order camera cards, labels and scanners needed for the season.
- Contact teams to request athlete data for picture day.

## WEEK 4 // 4 WEEKS BEFORE PICTURE DAY

- Set up and photograph a test shoot with 10-12 athletes - utilize complete data match workflow i.e. create and print barcodes (if you are scanning)
- Submit your test order using hhsports/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.
- Ask Teams for a list of any service items expected (Banners, Trophies, Coaches Gifts).
- Contact teams to request athlete 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 teams to request student data for picture day.

## WEEK 6 // 2 WEEKS BEFORE PICTURE DAY

- Order your picture day **posters** and **banners**. Vestibulum sit amet aliquet just
- Deliver flyers to the teams.
- Begin marketing to athletes and parents.
- If using barcodes, create hhschools project, import athlete data, and print barcode labels (including blanks)
- Follow-up with teams that have not yet responded to your requests for athlete 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.*