



STUDIO CHECKLIST

Pre-Season action plan for the Sports Season

We put together a checklist 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 at least 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!

WEEK 1 // 6 WEEKS BEFORE PICTURE DAY

- Put sports photography dates on the calendar. Then block out the next day to work up the order.
- Pick a [Sports Flyer Design](#).
- Review the products, packages, pricing and designs on that flyer and note any changes.
- [Submit a Knockout test](#) if you plan on offering green, grey, or blue screen. Or [let H&H know you are interested](#) if you plan on using extraction services.
- Decide which workflow you should use to [match data](#) to the images.
- Set up your [package group](#) in hhschools.
- If using a studio background series template, design backgrounds needed for the season.
- Sign up for [hhimagehost](#) if you will use online sales.

WEEK 2 // 5 WEEKS BEFORE PICTURE DAY

- If using KO services, setup your [Background Library](#) (once test is approved).
- Fill out the [flyer design order form](#) or [download the template](#) to design it yourself.
- Order any [camera cards](#), labels or [scanners](#) needed for your data match workflow.
- Find out all service item needs (banners, plaques, photo balls, coaches gifts) from your organizations.
- Contact teams to request athlete data for picture day.
- [Setup hhimagehost](#) home page settings.
- Setup your email+sms marketing campaigns.

WEEK 3 // 4 WEEKS BEFORE PICTURE DAY

- Proof and approve your final flyer design from design center.
- Order your prepay flyers in hhstudio.
- Order your picture day [posters](#), [banners](#), and [samples](#) for picture day marketing.
- 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 hhschools to H&H with all of the sorting, packaging and labeling options selected. Submit a test order for all service items your schools will use.



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WEEK 4 // 3 WEEKS BEFORE PICTURE DAY

- Setup/verify your hhimagehost price lists (prepay/proof and 2nd sale).
- Create hhimagehost event presets.
- Setup all hhimagehost events (prepay/proof and 2nd sale).
- Carefully review your test order from H&H and call customer service with any issues you find.
- Verify the service items from your test order with your organization contact.
- Test all of your picture day equipment.
- Train your staff on picture day procedures and hhschools workflow.
- Join [**hhschools users facebook group**](#).

WEEK 5 // 2 WEEKS BEFORE PICTURE DAY

- Deliver flyers and other printed marketing materials to the school.
- Load prospect list to begin email+sms marketing campaigns to parents.
- If using barcodes, create hhschools project, import athlete data, and print barcode labels (including blanks).
- Go through this list again and be sure everything is completed.

NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

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