totalschools
by h+h

STUDIO CHECKLIST
Pre-Season action plan for the School 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 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!

WEEK 1 // 6 WEEKS BEFORE PICTURE DAY

- Put school photography dates on the calendar. Then block out the next day to work up the order.
- Pick a Schools **Portrait Program**.
- Review the products, packages, pricing and designs on that flyer and note any changes.
- Decide if you want to **Prepay** or **Proof** first sell.
- **Submit a Knockout test** if you plan on offering green, grey, blue screen, or Masters extraction.
- Decide which workflow you should use to **match data** to the images.
- Set up your **package group** in hhschools.
- 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 (ID, stickers, admin export, etc) from your schools.
- Design any studio backgrounds needed for ID cards and any other service item products.
- Contact schools to **request student and staff 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.
- If prepay, order your flyers in hhstudio.
- Order your picture day **posters** and **reminders**.
- 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.
- 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.
- Test the ID cards and other service items from your test order at the school.
- 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.
- Create hhschools project, import student and staff data, and print camera cards / labels (including blanks).
- Go through this list again and be sure everything is completed.

NOTES

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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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