

# BLACK BELT PROMOTIONS

GREAT PROMOTIONS FOR OWNERS AND OPERATORS

## How to Host a Successful Photo Day



If you're planning to host a photo day at your school, there are some simple steps you can take to ensure a successful event. When your students participate your school can earn extra income, increase retention, and gain photos to help promote your school. Many photographers will give the school 10%-20% of the gross income generated from the photo day. Students love to have martial arts pictures taken and often give them to their friends.

Although you decide what constitutes a successful event, we recommend setting a goal of getting 50% of your active students to participate. Here are the steps to follow to make that goal happen.

### Step One:

Three-to-four weeks ahead of time, begin promoting the dates, times, and details of your photo day. You can announce the photo day through class announcements, posters, voicemail messages, on your website, in emails and with your monthly Kickin' newsletter. Give your students ideas on the types of photos they can have taken. For example, if a group is about to test for black belt, then you may suggest that they have a black belt photo done now. Or, you may remind them that in addition to posing by themselves that they can have their picture taken with an instructor, friends, and other family members.

### Step Two:

Two weeks out send home a promotional flyer that give the details of the photo day. The details should include the obvious information such as date and time, but should also include specifics on how to schedule appointments, what to wear, who can have pictures taken, prices of packages, etc. Begin accepting appointments. Most photographers will request that you schedule one or two students every five minutes to give them enough time to work with each student but keep your photo day moving. Coordinate with your photographer to see how they want the appointments scheduled.

Continue making class announcements and send another email with more specific information that is similar to the flyer you just send home.

### Step Three:

One week before, continue to remind the students to schedule their appointments, and that other family members can have their pictures taken too. This can help you increase the numbers of participants to sell more photo packages.

Towards the end of classes, have the class practice some popular martial arts poses that they could use during the photo day. This is fun especially for the kids, and helps reinforce the special event.

### Step Four:

It's photo day! Have a staff member or leadership team member free to assist the photographer to keep things moving and help pose students when necessary. They can keep things running smoothly and help answer questions that parents and students may have before their turn comes up.

Your students will have a great time having their photos taken. More than likely, they'll share their pictures with their family and friends which is good for your school. Although it's up to you to promote the photo day and make it a success, this is one of the easiest special events to run.

