

## How to Make Picture Day a Success!

Communication. That's the key to a successful, as stress-free day as possible. Ensuring that coaches are provided information from me and that is passed on to the parents is how this will go as smoothly as possible. Have a coaches meeting a week prior to picture day to go over everything you've sent them already and the plan for the day of pictures.

### Information for the league:

- I shoot green screen so I will need a 20x20 ft cleared space indoors to shoot.
- I will need access to the space 30 minutes prior to shoot time.
- I give back 25% commission to the league from gross sales (minus custom ball orders because I have those priced basically at my cost so I make nothing off of them) if the league hires me to shoot all their teams.
- I pay out of my pocket to have the green screen removed and for photos to be edited in order to have a quicker turnaround time. Therefore, there is a minimum \$10 order per child to cover my cost, time and the 25% commission that goes back to the school/league. If an athlete doesn't place an order, then \$7.50 comes out of the commission per kid to cover my cost. There's usually less than 10 kids, if that, on average for a big league.
- Turnaround time on pics is 1-2.5 weeks. Photos are typically delivered to my point of contact with the league who will then get them to the coaches and/or parents.

### Information for Coaches:

- If your picture time is, for example, 5:30, tell your parents 5:15. This ensures that those that are late will be on time. If your team is late, it throws off the schedule for all the teams after yours.
- Cleats are not necessary as feet don't typically show.

- To ensure quick shoot times, I ask that teams only bring:
  - 1 bat (preferably not one with wild colors but if it matches team colors, that is great), 1 glove (except for lefties) and 1 ball. I have found that the time it takes for kids to take out their equipment and then put it back up really bogs down the transition time between 1 team leaving and the next team coming in.
  - 1 soccer ball that isn't super bright contrasting colors to the uniform so that the ball isn't distracting in pics
  - 1 football and helmet
  - 1 basketball preferably with no writing on it.
- If coaches are bringing the equipment, they do not need to be the last to arrive because then I can't start pictures until you get there with the equipment.
- Group photos are composites made up of everyone's individual picture. So what I will do is first line the team and coaches up, shoulder to shoulder, to take a height reference photo with my cell phone to make sure I photoshop everyone's individual photo into the group photo at the right height. Then players will pick a pose from my pose poster (20+ poses to choose from) and then will line up to get their individual photo taken. Once they have their individual photo taken (coaches will need theirs taken too if they want to be in the team pic), they are free to leave. Make sure to share this info with parents.
- Payment is due the day of pictures. However, if you need to wait until payday, please note it on your order form somewhere what day you intend to pay. Methods of payment: Venmo, Cashapp, Paypal, Facebook, cash and check.
- Parents can order online and view my background choices. I encourage this so it's not so hectic the day of pics. If they order online, all they have to do on picture day is show up to have their kid's picture taken. <https://kaleidoscopebyshauna.com/order-pics>

Here's the link to FAQs: <https://kaleidoscopebyshauna.com/faqs>