

School and Nursery Photography

How To Win New Customers

Explain the process like this:



1 Photo Shoot at the Establishment:

You take great group pictures and individual portraits. Afterwards, each parent receives an individual password.



2 Parents Order at Home:

With the password, the parents can order securely from the comfort of their own home.

= Schools and nurseries have no work related to sales

Benefits of Online Ordering

Benefits for the Establishment

- * **No more admin!**
 - No collecting of proof cards
 - No chasing after parents
 - No money handling
- * **Secure** due to individual passwords
- * **Sales reports** available (optional)

Benefits For The Parents

- * **More pictures available:** In contrast to the traditional proof card method, an online album provides plenty of space for varied and modern choices.
- * **Wider product selection:** As opposed to traditional proof card orders, parents can decide whether they want prints, mounts, photo gifts or downloads.
- * **Data protection guaranteed:** Personal passwords ensure that only parents have access to the photos of their children.
- * **Share photographs with friends and family** via a secure link.

Useful Tips to Remember

- * Always be prepared when meeting a school or nursery. This is your opportunity to convince them that you are the perfect photographer for their needs. So remember to:

- * Have your DBS background check already in place, so you can work in the school or nursery.
- * Take your portfolio with you showcasing your best child and portrait photography. Tailor what you show based on each institution and its specific values (see below for more).
- * Prepare a demo job in advance of visiting the client. Take an iPad, smartphone or a QR card that is linked to the job, so you can show the member of staff your GotPhoto shop and how easy it is for parents to buy photos.
- * Leave the QR card with the member of staff, so they can continue exploring the shop after your visit.

Understanding their Values

Of course, there is no exact method detailing how to secure an assignment at a school or nursery. However, it is always a good idea to familiarise yourself with the culture and values of the establishment and to approach them accordingly. Perhaps the previous photographer was unfriendly or the staff found collecting the money from all of the parents to be troublesome. Things to keep in mind:

- * Most establishments prefer to meet you personally and speak to you face-to-face.
- * Many members of staff prefer local photographers.
- * If staff do not have the time to talk right now, agreeing on another date that suits the establishment better highlights your flexibility.
- * Show staff that you have a way with children. Tell them about your own children or your experiences as a nursery or school photographer.

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