The Existing Photo Assessment

Question			
Do you have photos showing off your school (empty) in great lighting? (go back to what time of day does show off your school the most)	YES	NO	MAYBE
Do you have a few detailed shots of training gear (belts / weapons)? (go back to the apple ambition for some inspiration)	YES	NO	MAYBE
Are the students on your photos your students wearing your uniform? (get rid of any stock photos asap!)	YES	NO	MAYBE
Do the people on your photos represent the audience you want to attract? (know who you are talking to)	YES	NO	MAYBE
Do you have different photos to promote different programs? (e.g. one for traditional / one for boxing / one for self defence)	YES	NO	MAYBE
Do you have clear and friendly portraits of yourself and your staff? (well lit head and shoulders head shots)	YES	NO	MAYBE
Do you have a clear message in text and visuals? (go through your branding)	YES	NO	MAYBE
Do your students actively share the photos you post or tag themselves? (make sure to have your logo on every photo you post on socials)	YES	NO	MAYBE
Have you spent some time online looking at photos of competitors? (Yoga, Pilates, Snow, Ski, Skate)	YES	NO	MAYBE
Do you have photos of your real students ENJOYING class, smiling? (posed or unposed - people having fun will attract new students)	YES	NO	MAYBE

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