

# PRO★ CLICKS

SCHOOL & SPORTS PHOTOGRAPHY



# PLAYBOOK



Greetings,

Thank you for your interest in ProClicks School and Sports Photography, and for taking the time to look through our Playbook.

We created this Playbook to provide information about our company, our services, and how we provide what we think is the best school and sports photography service in the industry. We hope you find it useful.

At ProClicks, we understand choosing a school or sports photographer is a significant decision.

**Are you searching for someone who?**

- ✓ Can take the stress and burden of picture day off you and your staff?
- ✓ Has the experience and resources to plan and execute picture day flawlessly?
- ✓ Is at the forefront of industry trends and technology?
- ✓ Offers photos created especially for you, and at affordable prices?
- ✓ And, provides excellent customer service with a 100% Happiness Guarantee?

**Then ProClicks is your choice!** We are a reliable partner with a firm commitment to excellence and a passion for what we do. We always take time to understand your unique needs and deliver tailored solutions.

Please explore our Playbook and discover how ProClicks can change the way you do picture day forever! If you have questions or if you're ready to get started, please call. You'll be glad you did.

Looking forward to working with you!

Doug Mullis,  
Owner, ProClicks

A handwritten signature in black ink that reads "Doug Mullis". The signature is written in a cursive, flowing style.

**But don't take our word. Our track record of satisfied clients speaks for itself.**

*"If you haven't experienced the incredible work of Doug Mullis and his team at ProClicks, you're seriously missing out!" ... Kirk W., Athletic Director.*

*"The photographers were so kind and provided wonderful quality shots of my son. Along with affordable pricing." ... Jose C., Parent*

*"The picture of my daughter is gorgeous, and they arrived as promised." ... Lakisha S., Parent*



# ABOUT PROCLICKS

**ProClicks School & Sports Photography** is a full-service school and sports photography company serving the greater Dallas, Ft. Worth, Waco, and Austin areas. We offer:

- Youth and School Sports Photos—Team, Individual, & Action.
- School Pictures.
- Fine Art Sports Portraits.
- Custom Designed Composited Photos.
- Banners, Plaques, and Posters.

## THE PROCLICKS ADVANTAGE

- ✓ Because we are school and sports photography pros, ProClicks can offer the latest in industry methods and trends.
- ✓ We only employ professional photographers. Many hold the coveted **Certified Professional Photographer (CPP)** designation.
- ✓ For your protection, ProClicks carries up to one million dollars General Liability Insurance.
- ✓ We execute photo day according to plan. On-time and on schedule.
- ✓ For picture day inquiries, your staff is not the point of contact. Parents contact us directly both before and after the event.
- ✓ Your organization receives free photos to promote your program and showcase your students and athletes.



## WINNER OF THE 2022 BEST OF WACO AWARD IN THE CATEGORY OF PHOTOGRAPHER

**WACO October 18, 2022 –**

Waco Sports Photography [**Now ProClicks**] was selected for the 2022 Waco Award in the Photographer category by the Waco Award Program.

## 100% HAPPINESS GUARANTEE

The #1 priority at ProClicks is your happiness. That means we stand by our service and artwork 100%. If you have a problem, we will solve it to your satisfaction. Period!



## EMBRACING SUSTAINABILITY

ProClicks is committed to reducing the impact photography has on the environment, while offering our clients a more versatile and eco-friendly photography experience.

We believe minor changes can make a big impact. Visit our website to learn more.



# YOUTH & SCHOOL SPORTS

## HATE PHOTO DAY? WE GET IT.

We know that picture day is the bane of all coaches. It interrupts the schedule and interferes with what's most important—coaching time. We also know that it can be a tremendous drain on staff, both before and after the event.

### DOES ANY OF THIS SOUND FAMILIAR?

#### Before Photo Day, Are You?

- The link between parents and photographer,
- Passing out printed order forms,
- Reminding parents to return their forms.

#### During the Event

- Is there poor planning and communication?
- Does the event begin and end in the allotted time?
- Is the event disorganized and slow-moving?

#### After Photo Day

- Does it take weeks or even months to receive your photos?
- Are you tasked with delivering photos to parents?
- Do parents contact you with their complaints?



If you've experienced this, no wonder you dread team photos. It's creating major hassles for you, your staff, and your team. Not to mention, it's also stealing valuable coaching time.

### THERE'S A BETTER WAY!

**Partner with ProClicks.** We'll reduce the disruption photo day has on your schedule by providing a well-organized and fast moving media event.

### HERE'S THE PROCESS

#### Step # 1: Book a Consult

We'll have a quick call where you tell us a little about your organization and its needs, and we'll tell you about us and what we offer. We'll choose a date for an in-person meeting.

#### Step # 2: Develop a Plan

We will meet and discuss the requirements of your program. Then, together, we'll develop a plan that will achieve your goals.

#### Step # 3: Execute the Plan

ProClicks goes to work and executes the plan. You coach.

### THE RESULT

Within two weeks after photo day, we deliver incredible team and player photos directly to parents and your organization. And the best part, we are the point of contact for post-event customer service and support.

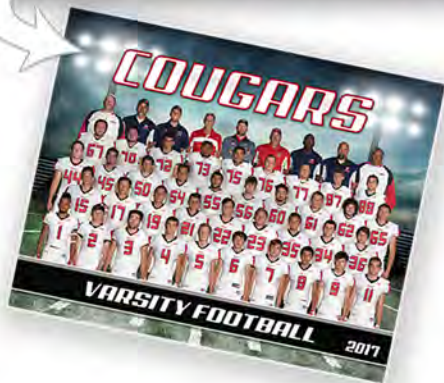
# OUR PICTURE DAY APPROACH

## We Are Volume Photography Experts

- ❖ We Have a Process that's Especially Designed for Volume Photography. Simple. Organized. Efficient.
- ❖ Using Our **"Pick Your Pose"** System Eliminates Awkward and Unflattering Poses and Speed Up the Photo Session.
- ❖ We Photograph Each Player or Student Individually Using Modern Chroma Key Technology.
- ❖ Once Photographed, Our Designers Create Unique Composited Pictures, Posters, Banners, and School and Sports Memorabilia.



## TEAM PLAYERS ARE PHOTOGRAPHED INDIVIDUALLY



## The Advantage of Individual Photos

- Requires Minimum Space & Time.
- Does Not Require the Use of a Field, Court, Rink, or Pool.
- No Dark Shadows or Harsh Lighting, Just Consistent Studio Lighting.
- All Players are in Focus, Visible, with Eyes Open.
- Consistency in Player Size, Spacing, and Posing.
- Ability to Remove or Add a Player Anytime.
- Allows for Fully Customizable Backgrounds.



# SCHOOL PICTURES

## FED UP WITH PICTURE DAY?



Are you fed up with the stress and hassle picture day causes you and your staff? You're not alone. Everyone knows photo events are a logistical nightmare. That, along with long lines, blown schedules, rushed photo sessions, and stressed-out faculty and students. Even worse, you and your parents often receive poor-quality photos and must deal with lousy customer service. Your frustration is understandable.

## There's a Solution

ProClicks has a solution that will make your life easier and ensure picture day is an enjoyable experience. Choose ProClicks as your photographer and you'll get a dedicated team of professional school photographers offering services carefully designed to solve picture day problems.

## The Benefits of Working with Us

When you choose us as your school's picture day photographer, you'll enjoy several key benefits:

- Our photographers are skilled at working with students of all ages. We put them at ease and capture their best look.
- We understand the importance of keeping an on-time schedule. With our streamlined process, we ensure minimal disruption and maximum time efficiency.
- We offer a wide range of customization options.
- Our user-friendly online ordering system makes it easy for parents to view and download photos.
- Parents contact us directly with their questions and concerns. Both before and after the event. We quickly handle issues and complaints with our 100% Happiness Guarantee.

## Let's Get to Work

- ❖ First, call for a consultation. We'll discuss your school's needs and how we can help.
- ❖ Next, schedule your event.
- ❖ Finally, just sit back and relax knowing we'll take care of the picture day details.

## Results That Matter

No more stress, hassles, or frustration.

You'll enjoy a streamlined picture day event that is well-organized and fast-moving. Then, within two weeks, parents will receive affordable, top-quality photos, while you'll receive yearbook ready SPOA or PSPA formatted images.

*"ProClicks is an incredible company. They are the most time-efficient photography company I have come in contact with and their staff is so kind!"*

... Kailey G., Director of Student Services.



# FINE ART SPORTS PORTRAITURE

## YOU HAVE 18 SUMMERS



In 18 years, how many sports will your child take part in? How many seasons?

When it's over, will you remember the joy, the tears, the victories, and the defeats that helped shape your child into the person they'll become?

Life happens quickly. Children grow, families evolve, loved ones pass on, and the world changes. Memories inevitably slip away into the past and can leave you with feelings of sadness and regret.

### We've All Been There

Most everyone has experienced feelings of sadness and regret when they can't clearly remember details of the past. That's just part of life. And while we can't go back and capture memories, we can take steps now to capture present and future ones!

### Preserve and Showcase Your Child's Athletic Achievements

Give your family visual memories of your child's participation in sports they'll cherish for generations to come. Working together, we'll record and preserve your child's athletic accomplishments before it's too late.



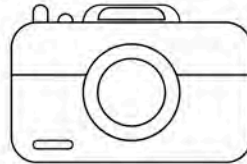
### It's a Simple Process



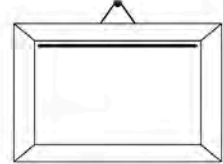
CONSULTATION



PORTRAIT PLANNING



PORTRAIT SESSION



INSTALL & ENJOY

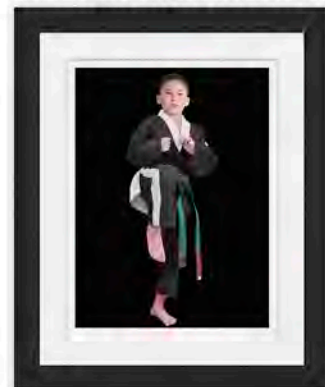
### ProClicks Offers Premium Service & Heirloom Quality Artwork



SIGNATURE  
FINE ART PRINT



STUDIO SELECT  
FINE ART CANVAS



HEIRLOOM  
BRUSH OIL PORTRAIT



# Book a Consultation

A 15-MINUTE PHONE CALL CAN CHANGE  
THE WAY YOU DO PHOTO DAY FOREVER.



Website



[www.ProClicks.co](http://www.ProClicks.co)



PHONE/TEXT: 254.340.0442  
EMAIL: [INFO@PROCLICKS.CO](mailto:INFO@PROCLICKS.CO)

