

MINI SESSION
STRATEGY

guide



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With a bit of preplanning your mini sessions can be a smashing success this year! Use this worksheet as a guide to develop a mini session strategy for your studio that will get you on your way to developing a system for marketing your sessions, pricing them profitably, managing your backend, and developing a system for selling your mini session images.

1. What type of mini sessions are you going to offer?

2. Will your mini sessions be on a specific date or weekend? When?

3. What is your total sales goal for the event? Per session sales goal?

\$

\$

4. Who will you be shooting for your mini sessions?

- kids
- families
- babies
- other _____

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5. Where will you shoot your mini sessions?

6. If on location, have you gotten the necessary permits or permission to use the spot?

7. Will there be a theme? Describe it here. If you have designed a set based on your theme describe it too.

8. Have you test marketed the set/theme with past clients?

If no, how do you plan to do this?

If yes, how did they respond?

9. How long will each mini session last?

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10. How many images do you plan to shoot? How many images will you show to your clients?

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11. How do you plan to price your mini sessions?

12. What products are you going to offer?

13. How do you plan to differentiate them from your regular session product line?

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14. Will you sell online or by IPS (in person sales)?

15. What is your marketing strategy for booking the sessions? Summarize it here:

16. How do you plan to launch these sessions to past clients?

17. What about new clients?

18. Do you plan to partner with a vendor partner or charitable organization for your mini sessions?

- Yes No

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19. If so, what is your partnership strategy?

20. Do you have a specific timeline for the launch? Write it down here with specific dates, etc. to remind yourself.

21. Do you plan to use social media advertising for your marketing launch? What is your social media ad strategy?

22. What is your follow up plan after the event is over? How will you continue to market to these clients?
