

5 Tips to Making Mini Sessions Profitable

These must-have tips will help you grow your revenue!

1

Focus on a Theme



Depending on the season and which holidays are coming up, make sure you have a focused theme with a beautiful background and props to match. For example, if you are holding studio mini sessions in November, you might focus on the Holiday Season, and have a cosy cottage background with a Christmas tree and presents. Or maybe you are on location in April - set up in a park with flowers budding for the perfect spring-themed photos.

2

Promote!



It's important to know who you are marketing your mini sessions to. Is it families, couples, children, or maybe even pets? Once you have determined your audience, you need to figure out the best timing for your promotion. If you're too early, people might not feel the urgency of signing up right away, and if you're too late, people might have other plans.

You will also want to think about the kind of promotions you want to do. Do you already have a volume photography client email list that you can send your mini session promotions to? Maybe running ads on Meta platforms will bring in the most clients. Whatever you end up trying, make sure to take note of what works or doesn't work so you can tweak your promotions for next time!



GotPhoto Pro Tip:

Create exclusivity for your favorite clients with an early access promotion. Give them the opportunity to have the first look at your schedule so they can book the perfect time.

3 Give Them a Special Offer



"Special Offer" doesn't mean you need to offer your same photos and products for cheaper! In addition to digital download options, try offering special "mini session only" products like holiday ornaments and photo cubes.



GotPhoto Pro Tip:

GotPhoto works with many professional labs, all offering multiple specialty products that can be ordered by your clients from your GotPhoto shop, and shipped directly to them! This will save you time and make you more money!

4 Upsell



The mini session portrait style typically has lower session fees because you are photographing many clients at the same location, and devoting less time to each. Take full advantage of upselling products to maximise your revenue! Specialty items make perfect gifts, along with prints and wall decor. Up-selling is easy with GotPhoto when you utilise our automated communication profiles and have the perfect partner lab to fulfil your orders.

5 Build Your Future



Now that you have completed your mini session, it's time to plan for the future! Using the contact information you received from your mini session clients, build a contact list so you can use it to promote your next one. With each successful mini session, you will build loyal, recurring clients who love the experience and imagery you create for them.



GotPhoto Pro Tip:

GotPhoto has multiple easy-to-use marketing tools that support your promotions and client communications.

Contact Us!

service@gotphoto.co.uk - +44 (0) 20 8068 8571