THE BOOKED IN 7 DAYS BLUEPRINT

STOP WAITING. START GETTING PAID

YOUR STEP-BY-STEP ACTION PLAN TO BOOK YOUR FIRST PAID PHOTOGRAPHY CLIENT IN ONE WEEK

The Booked in 7 Days Blueprint

The only 7-day action plan that gives you the structure, scripts, and confidence to finally get booked.

Ready to finally turn your photography hobby into **real** income? The Booked in 7 Days Blueprint gives you a complete, actionable plan to go from "I don't know where to start" to booking and getting paid for your first session- all in just seven days.

Inside, you'll find:

- Daily action steps that guide you through niche clarity, pricing, outreach, and booking
- Applied worksheets to track clients, packages, content, and payments
- Templates and scripts to confidently reach out and secure bookings
- Mini mindset exercises to stay motivated and take action

This isn't theory- it's a hands-on, results-driven blueprint designed to get you your first paying client fast.

WHO IS THIS FOR?

The Booked in 7 Days Blueprint is for beginner photographers who are ready to stop shooting for free, gain confidence, and land their first paying client- without needing a big portfolio, fancy gear, or thousands of followers.

WHAT IS THIS FOR?

This blueprint is your step-by-step action plan to go from "I want to get paid" to actually booking clients this week. With templates, scripts, daily checklists, and mindset tools, it gives you the structure and momentum you need to finally turn your passion into profit.

How to Use This Guide

This isn't just something to read- it's something to do. Each section is built to move you one step closer to your first booking, so don't just skim and scroll.

- **Follow it day by day**. The Blueprint is designed to be used over 7 days, with clear daily actions and checklists. Stick to the order, and you'll build momentum fast. The blueprint is designed for 7 days of action, but you can move at your own pace.

- **Use the worksheets + templates**. Don't leave them blank! Fill them out as you go to save time and keep yourself organized.

- **Take messy action**. You don't need everything perfect- done is better than perfect, and action creates results.

- **Track your wins**. Every outreach, every inquiry, every booked session counts. Use the trackers inside to see your progress add up.

- **Come back often**. This isn't a one-and-done tool. Each time you want to boost bookings, restart the process.

By the end, you'll not only know what to do- you'll have actually done it, and be ready to welcome paying clients.

What's Inside

Click each day to skip to the section you want to read.

DAY 1 — DEFINE YOUR DIRECTION

DAY 2 — SET UP YOUR BUSINESS FOUNDATIONS

DAY 3 — WHAT TO OFFER (KEEP IT SIMPLE)

DAY 4 — WHERE TO FIND YOUR FIRST PAYING CLIENT

DAY 5 — WHAT TO SAY (WITHOUT FEELING SALESY)

DAY 6 — DELIVER LIKE A PRO (EVEN IF YOU'RE NEW)

DAY 7 — YOUR NEXT STEP TO GETTING BOOKED

UPGRADE: HOW TO GET CLIENTS

BONUS OFFER

The Photography Profit Planner

Before you start the Blueprint, there's one step that will make everything easier to understand.

Most photographers try to book clients without knowing what their business should actually look like yet. That's where things start to feel inconsistent and overwhelming.

This tool gives you clarity first.

The Photography Profit Planner helps you quickly understand:
✓ What you should be charging
✓ How many clients you need
✓ What direction your photography business should take
✓ What to focus on over the next 90 days
Instead of guessing, you'll have a clear starting point.

How it works
Answer a few simple questions about your goals and photography business, and the tool will generate a personalized breakdown of your pricing, client goals, and next steps.

👉 CLICK BELOW TO OPEN THE PHOTOGRAPHY PROFIT PLANNER
USE IT BEFORE YOU START THE BLUEPRINT SO YOU KNOW EXACTLY WHAT YOU'RE BUILDING.

OPEN THE APP

01

DAY 1

DEFINE YOUR DIRECTION

Define Your Direction: Niche + Ideal Client

Get crystal clear on who you're serving and what you're offering. By the end of today, you'll have defined your niche, created 1–2 ideal client profiles, and chosen the session or service you'll sell this week- giving you a clear direction to attract and book your first client.

GOAL: GET CRYSTAL CLEAR ON WHO YOU SERVE AND WHAT YOU SELL, SO YOUR MARKETING AND MESSAGING HITS THE RIGHT AUDIENCE.

LESSON 1: WHY CLARITY MATTERS

Before you start posting, messaging, or selling, you need clarity. Without it, your marketing will feel scattered, your packages confusing, and clients may not know why they should book you.

Think of your niche and ideal client as the compass for your business. Once you know who you serve, everything else- your social posts, your packages, your outreach- becomes easier, faster, and more effective. Clarity is everything in the first week of your photography business. Your niche and ideal client act as a compass for all marketing, outreach, and packages. Without it:

- Your posts may attract the wrong people
- Your packages may feel confusing or overpriced
- You'll waste time and energy

Key Points:

- **Niche** = the type of photography you focus on (e.g., family, branding, mini sessions).
- **Ideal client** = the person most likely to book you, including their demographics, values, and needs.

Mini Exercise:
Write down in one sentence why knowing your ideal client is important for your business.

LESSON 2: YOUR IDEAL CLIENT

When you can picture your ideal client clearly, marketing stops feeling like guesswork. Your Target Client Blueprint is the foundation of Day 1. It's where you define the people you want to book so your marketing speaks directly to them.

Worksheet Sections & How to Fill Them:
Name/Persona – Give them a nickname to make them real (e.g., "Busy Mom Brittany").

Age & Life Stage – Helps you tailor your messaging.

Income / Spending Power – Guides your pricing strategy.

Goals & Pain Points – What do they want? What problems do they face capturing memories?

Where They Hang Out – Social media platforms, communities, or local spots.

Values in Photography – What matters most to them (candid moments, professional quality, storytelling).

<u>Mini Exercise:</u>
Fill out at least one complete client profile in your worksheet. Optional: create a second profile for a slightly different audience.

Picture your client as a real person. Imagine scrolling through Instagram or answering a DM from them. The more vivid the profile, the easier it is to speak directly to them.

Target Client Blueprint Worksheet

Step 1: Client Persona / Nickname

Give your ideal client a fun name to make them feel real.
Example: “Busy Mom Brittany” or “Small Biz Owner Sam”
Your client name: ______________________________

Step 2: Age & Life Stage

Write down their age range and life stage.
Examples: 28–38, married with kids; 25–35, entrepreneur starting a business
Age & Life Stage: ______________________________

Step 3: Income / Spending Power

Identify what they can realistically pay for your sessions.
Examples: $50–$150 for a mini session, $200–$500 for branding session
Income / Budget Range: ______________________________

Step 4: Goals & Pain Points

List what they want to achieve and what problems they face.
Examples:

Goal: Capture family memories easily

Pain Point: Too busy to plan a long session

Goals: ______________________________
Pain Points: ______________________________

Step 5: Where They Hang Out

List where you can find your ideal client online or offline.
Examples: Instagram, TikTok, parenting Facebook groups, LinkedIn
Platforms / Locations: ______________________________

Step 6: Values in Photography

Identify what they care about most when hiring a photographer.
Examples: Emotional storytelling, professional quality, fast delivery, candid moments
Photography Values: ______________________________

Step 7: Message That Resonates

Write a sentence or two that would grab their attention.
Examples: “Capture your family’s joy in just 1 hour—no stress, all smiles.”

“Professional branding photos that help your small business stand out online.”

Your Message: ______________________________

Target Client Blueprint Worksheet

UNDERSTANDING YOUR IDEAL CLIENT

Use this space to build a clear and detailed picture of your ideal client. Include their age, life stage, interests, challenges, goals, and what they value most. Think about their desires, pain points, and preferences so you understand exactly who they are and how you can serve them best.

MY “I HELP” STATEMENT

Write an “I Help” statement from this client blueprint:
Structure: “I help [ideal client] [achieve result] by [how you deliver it].”
Example: “I help busy moms capture joyful family moments in 1-hour sessions.”

LESSON 3: DECIDE YOUR SESSION OR SERVICE

Once you know your ideal client, pick the session or service you'll offer this week. Keep it simple. Focused offers are easier to market, sell, and deliver.

Examples:

- 1-hour family mini sessions
- 2-hour branding sessions for small business owners
- Headshots for professionals

Mini Exercise:
Write down the session/service you'll sell this week and why it fits your ideal client.

LESSON 4: REFLECT & CONFIRM YOUR DIRECTION

Take a step back and review your work. Ask yourself:

- Can I explain my offer in 30 seconds?
- Do I know exactly who I'm marketing to?
- Is my chosen session/service simple and actionable for this week?

By the end of Day 1, you have:
✅ 1–2 detailed ideal client profiles
✅ A clear session or service to offer
✅ Optional marketing-ready "I help" statements
✅ Confidence to move into building your profile, packages, and booking workflow

Pro Tip: Keep your client profiles visible all week. Every DM, post, or story should speak directly to them. This alignment is what turns "likes" into booked sessions.

02

DAY 2

SET UP YOUR BUSINESS FOUNDATIONS

LESSON 1: OPTIMIZE YOUR INSTAGRAM BIO

Bio That Books Clients

Your Instagram bio is one of the first places potential clients learn about you, so it needs to clearly communicate who you are, what you offer, and how someone can book a session with you. A strong bio doesn't just describe your business- it speaks directly to your ideal client, making them feel seen and understood.

Think of your bio as a mini landing page: every word matters. It should quickly answer:
- Who are you?
- Who do you serve?
- What value do you provide?
- How can someone take the next step with you?

Key Points for your Bio:
- Always have a clear photo of you smiling- try to use a blank or bright background, but the main point here is to be smiling!
- Use a clear "I help" statement: Let clients know exactly who you serve and how you help them.
- You also want to have some social proof to help clients build trust with you. Here's an example: "I've helped 100 brides feel confident in front of the camera". If you don't have experience yet, think about what your strengths are and highlight that!
- Include your location if relevant: Helps local clients find you easily.
- Structure your name like this: Katrina | Wedding Photographer (what you do) so the algorithm picks up on clues
- Add a call-to-action (CTA): Direct them to DM you, visit a booking link, or click your website.

A Call To Action is SO Important!

Something like: "DM me the word "bride" for the deets!" works great and it get's clients messaging you in your DMs. You can also put this CTA under all of your instagram posts. Also you can write something like "Now booking 2027" with an arrow pointing down to your website, however that's what 99% of photographers do. Most people know to click the link already, and this DM me CTA will really encourage them to engage in your DM's which is what you want!

LESSON 1: OPTIMIZE YOUR INSTAGRAM BIO

EXAMPLE BIOs:

Katrina | GA Wedding Photographer
helping brides have a wedding day the'll never forget
over 250+ weddings captured authentically
DM the emoji "💍" to see if your date is available!
Booking 2027-8 ↓

Katrina | GA Wedding Photographer
✨ I help couples feel confident & comfortable in front of the camera
so their wedding photos feel natural + timeless.
📸 15+ years experience | Featured in [publication or award]
💌 DM me to book your wedding day!

Your Instagram bio isn't just a description- it's your first impression, your mini sales page, and your client-magnet all in one. Make it clear, compelling, and impossible to scroll past.

MINI EXERCISE:

Open your Applied IG & Portfolio Setup worksheet and update your bio. Include your "I help" statement, location (if relevant), and CTA. Review it from a client's perspective- does it feel clear, approachable, and professional?

LESSON 2:
BUILD A MINI PORTFOLIO OR HIGHLIGHT REEL

You don't need a massive gallery to attract clients. Start with 3–5 of your strongest images that represent your style and resonate with your ideal client. This mini portfolio shows your expertise without overwhelming your audience.

Tools like Canva, Google Slides, or even Instagram highlights make it easy to create a professional-looking portfolio. Focus on consistency in style, color, and tone, so clients immediately recognize your work and aesthetic.

Mini Exercise:

- Select your best 3–5 images for your portfolio.
- Create a highlight reel, mini portfolio page, or Instagram highlights to showcase them.
- Organize images to show style consistency and versatility.

Tip:
Even a small selection of strong work is more effective than a large collection of mediocre images. Quality and clarity matter more than quantity at this stage.

LESSON 3: ALIGN YOUR PROFILE & PORTFOLIO

Consistency builds trust. A client should land on your profile and instantly understand what you do.

Key Points:

- Your bio + images should send the same message.
- Highlight titles should be clear and client-friendly.
- Use a professional, approachable profile picture.

LESSON 4: ALIGN YOUR PROFILE & PORTFOLIO

Don't have client photos yet? No problem- you can still look professional.
Ideas for Starters:

- Style a mock session (use props, ask a friend/family member).
- Do self-portraits that reflect your style.
- Create sample previews in Canva (great for showing how a session "could look").

Use the Applied IG & Portfolio Setup worksheet below to map out your instagram bio and portfolio.

Applied IG & Portfolio Setup Worksheet

STEP 1: OPTIMIZE YOUR INSTAGRAM BIO

"I Help" Statement

Use the template: I help [ideal client] [achieve result] by [how you deliver it].
Your "I help" statement (10 words or less):

2. Location

3. Call to Action (CTA)

Mini Exercise: Rewrite your IG bio below:

STEP 2: CREATE A MINI PORTFOLIO

Create Your Mini Portfolio

Select 3–5 strong images that reflect your style:

Image 1:

Image 2:

Image 3:

Image 4: (optional)

Image 5: (optional)

Applied IG & Portfolio Setup Worksheet

STEP 3: ALIGN PROFILE & PORTFOLIO

Check your consistency:
Bio matches your "I help" statement? □ Yes □ No
Portfolio images match your session style? □ Yes □ No
Highlight titles are clear? □ Yes □ No
Profile picture is professional/approachable? □ Yes □ No

Mini Exercise: Notes / Improvements:

____

____

____

____

STEP 4: BONUS — QUICK PORTFOLIO LAUNCH

If you don't have client images yet, plan your quick portfolio:

Styled mock session: ______________________________
Friends/family/self-portrait: ______________________________
Canva sample session preview: ______________________________

Mini Exercise: Upload at least 1–2 pieces today! You've got this!! Putting something out there is better than nothing at all! 🙂

03

DAY 3

WHAT TO OFFER (KEEP IT SIMPLE)

LESSON 1: PRICING WITH CONFIDENCE

Pricing often feels like the scariest step- but it doesn't have to be. Your clients are paying for more than your time; they're investing in your creativity, your skill, and the experience you create.

Key Points:

- Start simple. You don't need 10 package options. 3 clear offers work best.
- Value over time. Don't just think "hours worked"-consider prep, editing, communication, and the transformation your client gets.
- Beginner-friendly pricing. Remember, the goal this week is speed and your first paid client- not building a long-term pricing ladder. You can always raise your rates after you've booked a few sessions.

Confident pricing isn't about being the cheapest- it's about being clear and making it easy for someone to say "yes."

LESSON 2: BUILD 1–2 IRRESISTIBLE PACKAGES

Clients love choice, but too much choice creates confusion. The sweet spot is three packages- a simple structure that allows you to position one package as the "no-brainer" choice.

This is called the Sweet Spot Strategy:

- **Package 1** (Starter): Affordable, minimal option for budget-conscious clients.
- **Package 2** (Sweet Spot/Best Value): The package you want most people to book. Positioned as the best mix of value + investment.
- **Package 3** (Premium): Luxury option for those who want the most, which makes the Sweet Spot package look even more attractive.

How It Works:

1. The starter package sets the baseline but feels limited.
2. The Sweet Spot package offers noticeably more value for only a little more money.
3. The premium package shows what's possible at the high end- but its real purpose is to make the Sweet Spot look irresistible.

Most clients will naturally choose the middle option because it feels "safe," balanced, and worth the money.

Example: Branding Photography Packages

- Package 1: Starter Session – $200
  - 30-minute shoot
  - 10 edited images
  - Online gallery
- Package 2: Signature Session – $350 (Sweet Spot ⭐)
  - 1.5-hour shoot
  - 30 edited images
  - 2 outfits, 1 location
  - Online gallery + print release
- Package 3: Premium Brand Experience – $650
  - 3-hour shoot
  - 60+ edited images
  - Multiple outfits & locations
  - Online gallery + USB delivery
  - $75 print credit

👉 Notice how the Signature Session (Sweet Spot) gives significantly more than the Starter, without the higher jump of the Premium. This makes it feel like the smartest choice.

Tips for the Sweet Spot Strategy:

- Always label your middle package as "Best Value" or "Most Popular."
- Keep the starter package simple- its main job is to make the Sweet Spot shine.
- Use the premium package to anchor higher pricing, even if fewer people book it.

LESSON 3: POSITION YOUR PACKAGES WITH CLIENT-FOCUSED LANGUAGE

How you present your packages is just as important as what's inside them. A list of prices and numbers won't sell your sessions. Instead, you need to speak to the transformation and results your clients care about.

When describing packages, think less about "deliverables" and more about:

- What experience are they getting?
- What will these photos mean to them?
- How easy and stress-free will it feel?

The Formula for Package Descriptions:

1. Name it clearly → Memorable, easy-to-say titles like "Mini Memories," "Signature Session," or "The Premium Experience."
2. Explain who it's for → "Perfect for busy families…" or "Best for small business owners…"
3. List what's included → Number of images, session length, deliverables.
4. Highlight the value → Why it's worth it.

Example Shift in Language:

❌ Technical & Flat:

"$250 – 20 edited JPEGs, 1-hour session, online gallery."

✅ Client-Focused:

"$250 – A 1-hour family session designed to capture natural, joyful moments. Includes 20 hand-edited images delivered in an online gallery you can easily download, share, and print."

How to Spotlight Your Sweet Spot Package:

- Add a "Best Value" badge. Even a simple ⭐ or "Most Popular" label helps clients decide faster.
- Show the upgrade. Compare what they get in the Sweet Spot vs. the Starter- make the difference feel irresistible for just a little more money.
- Anchor it against the Premium. The Premium sets the high bar, which makes the Sweet Spot feel like the smart, balanced choice.

Example: Sweet Spot Highlight

- Package 1: Mini Session – $150
- Perfect for a quick session when you just need a few updated photos.
  - 30-minute shoot
  - 8 edited images
  - Online gallery
- ⭐ Package 2: Family Favorites – $250 (Most Popular)
- Best for families who want variety without the stress of a full-day session.
  - 1-hour shoot
  - 20 edited images
  - Online gallery
  - Print release
- Package 3: Heirloom Experience – $450
- A luxury experience designed to capture everything.
  - 2-hour shoot
  - 40+ edited images
  - Online gallery + USB delivery
  - $50 print credit

👉 See how Family Favorites feels like the obvious winner? It's longer, includes more, and has extra value compared to the Mini- while still being much more affordable than the Heirloom.

Applied Package Planner Worksheet

STEP 1: DEFINE YOUR SESSION PACKAGES

Think about the sessions or services you're offering this week. Use your Sweet Spot Strategy structure:

Package Name	Length / Type	Deliverables	Target Client	Price
Starter / Entry	________________	________________	________________	$_____
Sweet Spot / Best Value	________________	________________	________________	$_____
Premium / Luxury	________________	________________	________________	$_____

STEP 2: HIGHLIGHT THE SWEET SPOT

Your middle package should feel like the obvious choice. Answer these prompts to make it irresistible:

Why is this package the best value?

____

What upgrades does it have over the Starter package?

____

How does it compare to the Premium package to make it feel smart?

____

____

Applied Package Planner Worksheet

STEP 3: WRITE CLIENT-FOCUSED PACKAGE DESCRIPTIONS

Use this structure:
Formula: [**Package Name**] – [**Who it's for / result they'll get**].
Includes [**deliverables**] and [**extra value**].

Starter Package Description:

____

Sweet Spot Package Description (Most Popular / Best Value):

____

Premium Package Description:

____

STEP 4: FINAL REVIEW CHECKLIST

☐ Each package has a clear name
☐ Sweet Spot package is highlighted as best value
☐ Descriptions are client-focused and benefit-driven
☐ Prices are clear and easy to compare

04

DAY 4

CREATE YOUR BOOKING WORKFLOW

LESSON 1: MAP YOUR BOOKING PROCESS

Every paid session should have a smooth flow from first inquiry to final payment. A clear system not only saves you time but also makes clients feel confident booking with you.

Key Steps in a Simple Booking Workflow:

1. **Inquiry Response**: The first message your client receives after reaching out. Should be friendly, professional, and clear.
2. **Send Contract**: Protects both you and the client while formalizing expectations.
3. **Payment Links / Invoice**: Make it easy for them to pay using PayPal, Venmo, Stripe, or your preferred method.
4. **Confirmation**: Once payment is received, send a final confirmation email/message with all the details.

Pro Tip: Think of it as a “booking funnel”- the fewer steps and questions your client has to figure out, the more likely they are to book.

LESSON 2: DRAFT YOUR INQUIRY RESPONSE

Your initial message sets the tone for the client experience. Keep it friendly, concise, and confident.

Include:

- A personalized greeting
- Confirmation of the session type and date
- Next steps (contract + payment link)

Example:

“Hi [Client Name]! Thanks so much for reaching out- I’d love to capture your [session type]. Here’s a link to my contract and payment details so we can lock in your session date. Once you complete those, you’re all set! I’m excited to work with you.”

LESSON 3: SET UP CONTRACTS AND PAYMENTS

Contracts and payment links make your business look professional and protect you legally.

Key Points:

- Use simple templates for contracts- just cover session details, deliverables, cancellation/rescheduling policies, and usage rights.
- Set up digital payment links via PayPal, Venmo, Stripe, or other platforms.
- Automate confirmations when possible (e.g., through email templates or a booking tool).

Pro Tip: A smooth, professional booking process reassures clients and reduces back-and-forth messages.

LESSON 4: TEST YOUR WORKFLOW

Before sending it to a client, run a test booking yourself.

Steps to Test:

1. Send an inquiry to your own email or a friend.
2. Fill out the contract and click through the payment link.
3. Confirm you receive confirmation messages and all details are clear.

Outcome: You'll catch errors before a client experiences them- saving confusion and stress.

LESSON 5: TIPS FOR STREAMLINING

- keep all templates in one folder (contracts, invoices, messages).
- Consider a simple spreadsheet or CRM to track inquiries, payments, and session dates.
- Use copy-and-paste templates to save time, but personalize for each client.

MY FAVORITE BUSINESS SYSTEMS & TOOLS

Running your photography business doesn't have to be complicated- the right systems make it simple, save time, and help you look professional from day one. On this page, I'm sharing the exact tools I use to manage clients, contracts, invoices, editing, and more. Most have free or affordable options, so you can get started right away.

Why You Need Them

Having systems in place means you can:

- Stay organized and stress-free
- Look professional to clients
- Save time to focus on shooting and serving clients
- Grow your business more easily as you book more clients

How to Use This Page

1. Scroll through the tools and see which ones solve your biggest pain points first.
2. Click any affiliate links if you want to get started quickly - these are tools I personally use and recommend.
3. Implement one tool at a time to avoid overwhelm.

If you sign up with my affiliate links below you will receive a special discount on your subscription with any of these programs!

TRELLO

Use Trello to map out your business notes, systems, and email templates if you're not ready to purchase a CRM like Honeybook yet.

HONEYBOOK

Your all-in-one client management system to invoice, write contracts talk to clients, and create automations.

PIXIESET

This is the best software to send your clients their photo galleries and purchase prints.

SOFI HYSA

Sign up for a High Yields Saving Account with Sofi for your new business.

Booking Workflow Template Worksheet

STEP 1: MAP YOUR BOOKING FLOW

Fill in each step of your booking process for your clients.

Step	Action / Template	Notes / Links
1. Inquiry Response	________________	________________
2. Contract	________________	________________
3. Payment	________________	________________
4. Confirmation	________________	________________

STEP 2: DRAFT YOUR INQUIRY RESPONSE

Use your own tone and style to create a friendly, clear first message.

Prompt:
"Hi [Client Name]! Thanks for reaching out. I'd love to capture your [session type]. Here's the next step to secure your session: ____________________________."

Your Inquiry Script:

____

____

Booking Workflow Template Worksheet

STEP 3: CONTRACT TEMPLATE

Write the essentials that must be included in your contract
Session date & time: ______________________________
Deliverables (images, prints, etc.): ______________________________
Cancellation / reschedule policy: ______________________________
Usage rights / licensing: ______________________________
Optional Notes:
____
____

STEP 4: PAYMENT SETUP

Fill in each step of your booking process for your clients.

Payment Method	Link / Details	Notes
PayPal	______________	______________
Venmo	______________	______________
Stripe / Card	______________	______________

Booking Workflow Template Worksheet

STEP 1: DRAFT YOUR "I'M NOW BOOKING" ANNOUNCEMENT

Write your first client-focused announcement below. Use your "I help" statement + CTA.

Prompt:
"I'm so excited to announce I'm now booking [session type] for [month]! I help [ideal client] [achieve result]. DM me today to grab your spot!"

Your Announcement Caption:

____

____

____

____

Images/ Videos to use:

____

STEP 2: PLAN YOUR 3-DAY CONTENT CALENDAR

Day	Content Idea	Caption Notes	Image/Video	CTA (call-to-action)
Day 1	Showcase Your Work	______________	______________	______________
Day 2	Behind-the-Scenes / Personal Story	______________	______________	______________
Day 3	Testimonial / Social Proof	______________	______________	______________

Booking Workflow Template Worksheet

STEP 3: TRACK ENGAGEMENT

For each post, record metrics after 24–48 hours.

Date	Post Type	Likes	Comments	Shares	Saves	DMs/Inquiries	Notes (what worked?)
	Showcase Work						
	BTS/Story						
	Testimonial						

STEP 4: STORY ENGAGEMENT TRACKER

Date	Story Topic	Views	Replies / DMs	Notes

Booking Workflow Template Worksheet

STEP 5: REFLECTION & ACTION

Which type of post got the most engagement?

Did any posts generate DMs or booking inquiries?

What will you repeat or adjust for next week?

CLIENT ANNOUNCEMENT TEMPLATE (PLUG-AND-PLAY)

✨ **Version 1: Excited & Friendly**
📸 Big news! I'm officially booking [session type] for [month] 🎉
I help [ideal client] [achieve result] so you can finally have photos that feel like you.
Spots are limited, so if you've been waiting for [family photos / branding session / headshots], now's the time!
👉 DM me today or click the link in bio to grab your date.

✨ **Version 2: Professional & Polished**
Now accepting bookings for [session type] in [month/season]!
Whether you're looking for [specific benefit] or [specific result], I'd love to help you capture it.
💡 My [package name] includes [main deliverables or perks].
📅 Availability is limited, so don't wait- send me a DM or secure your spot via the link in my bio.

✨ **Version 3: Casual & Relatable**
Okay friends… it's official: I'm booking [session type] for [month]! 🎉
If you've been thinking about finally getting [family pics done / new brand photos / updated headshots], this is your sign.
💌 Shoot me a DM to claim your spot- I can't wait to work with you!

05

DAY 5

BUILD BUZZ & VISABILITY

LESSON 1: CREATE YOUR “I’M NOW BOOKING” ANNOUNCEMENT

Your first post announcing availability is your chance to grab attention and make your audience aware that you’re taking bookings.

Key Points:

- Use your “I help” statement to clearly communicate who you serve and what you do.
- Keep it friendly, exciting, and client-focused.
- Include a call to action (CTA) — e.g., “DM to book your session” or “Link in bio to secure your date.”
- Use one strong image from your portfolio to visually represent your style.

Example Caption:
“Excited to announce I’m now booking [session type] for [month]! I help [ideal client] [achieve result] by capturing [what your session delivers]. DM me to grab your spot — can’t wait to work with you!”

LESSON 2: USE THE 3-DAY CONTENT PROMPT CALENDAR

Consistency is more important than perfection. Even posting 1–2 times per day can dramatically increase your visibility if done strategically.

3-Day Content Idea Structure:

- Day 1: Showcase Your Work → Share 1–2 images from your portfolio, with a caption highlighting the client transformation.
- Day 2: Behind-the-Scenes / Personal Story → Let people see the person behind the camera. Share why you love what you do, a short anecdote, or a BTS shot.
- Day 3: Client Testimonials / Social Proof → Share reviews, feedback, or images from past sessions. If you don’t have client images yet, use styled examples or mock sessions.

Pro Tip: Use Stories + Posts together- stories feel casual and approachable, posts give credibility and permanence.

3-Day Content Prompt Calendar + Visibility Tracker

How to Use This Worksheet

Building a photography business isn't just about creating beautiful images- it's about making sure the right people see them. This 3-Day Content Calendar and Visibility Tracker is designed to help you:

1. Know what to post (no more guessing or overthinking captions).
2. Create consistency without having to post daily.
3. Measure what works so you can do more of what brings in inquiries and clients.

Here's how to get the most out of it:

- Follow the 3-Day Content Prompt Calendar to plan and post (Showcase Work → BTS/Personal → Testimonial/Social Proof). You can repeat this cycle each week.
- After posting, fill in the Visibility Tracker to see what content resonates most with your audience.
- Use the Reflection & Action prompts to adjust and improve each week.

✨ By repeating this system, you'll start to see which types of posts get the most engagement and, most importantly, the most inquiries. That's how you build visibility and momentum without burning out.

3-Day Content Prompt Calendar + Visibility Tracker

Follow this structure to create variety while still staying client-focused.

Day 1 – Showcase Your Work
✨ Prompt: Share 1–2 images that best represent your style.

- Caption idea: Highlight how your client felt or the transformation your photos gave them.
- CTA: "DM me to book your own session" or "Link in bio to secure your date."

Your Caption Draft:

Image/Video to Use:

Day 2 – Behind-the-Scenes / Personal Story
✨ Prompt: Show the human side of your business.

- Share a behind-the-scenes photo or short personal story (why you love photography, your process, or what a client experience looks like).
- CTA: "Would you love to be behind my lens next?" or "DM me to chat about your session."

Your Caption Draft:

Image/Video to Use:

3-Day Content Prompt Calendar + Visibility Tracker

Day 3 – Client Testimonials / Social Proof
✨ Prompt: Share feedback, reviews, or a highlight of a past client.

- If you don't have clients yet, share a styled example or mock session with a caption like, "This is the experience I create for my clients."
- CTA: "Want this for yourself? DM me today."

Your Caption Draft:

Image/Video to Use:

STEP 2: VISIBILITY TRACKER – POSTS

Track each post after 24–48 hours.

Date	Post Type (Work / BTS / Social Proof)	Likes	Comments	Shares	Saves	DMs/Inquiries	Notes (what worked best?)
	Showcase Work						
	BTS / Story						
	Testimonial / Social Proof						

3-Day Content Prompt Calendar + Visibility Tracker

STEP 3: VISIBILITY TRACKER – STORIES

Stories give quick insights into audience interaction. Track daily for 3 days.

Date	Story Topic	Views	Replies / DMs	Link Clicks	Notes

STEP 4: REFLECTION & ACTION

Which post or story got the most engagement (likes/comments)?

Which got the most DMs or inquiries?

What type of content will I repeat next week?

LESSON 3: TRACK ENGAGEMENT

Posting content is just the first step. To actually attract clients, you need to understand how your audience is interacting with your posts. Tracking engagement tells you what's working, what's not, and where to focus your energy.

Why Track Engagement

- Learn what resonates: Which images, captions, or stories get the most attention? This tells you what your audience wants to see.
- Increase visibility: Instagram's algorithm favors posts that get more likes, comments, saves, and shares.
- Turn interest into action: DMs, comments, or clicks to your booking link are direct leads- not just vanity metrics.
- Refine your strategy: Tracking allows you to post smarter, not harder.

What to Track

1. Post Metrics:
    - Likes & Reactions → Are people noticing your posts?
    - Comments → Are people engaging in conversation? Look for questions, emojis, or feedback.
    - Shares & Saves → Are people finding your content valuable enough to save or share?
2. Story Metrics:
    - Views → How many people saw your story?
    - Replies / DM responses → Are your stories sparking conversation?
    - Taps Forward / Back → Are people engaging with the content or skipping it?
3. Direct Inquiries:
    - DMs generated → How many messages are coming in from posts?
    - Click-throughs to booking link → Are people taking action from your post?

How to Track Engagement

- Spreadsheet / Notebook: Create simple columns for each post:
    - Date
    - Post Type (Portfolio, BTS, Testimonial)
    - Likes / Comments / Shares / Saves
    - DMs / Inquiries Generated
    - Notes on audience reactions
- Look for Patterns:
    - Which type of post consistently gets DMs?
    - Which posts are saved or shared most?
    - Use this info to replicate successful content.

LESSON 3: TRACK ENGAGEMENT

Mini Exercise:

- Review your last 5–10 posts. Note:
  - Which post had the highest engagement?
  - What made it different — style, caption, topic, or format?
- Brainstorm 3 similar posts you could make this week.
- Plan to track likes, comments, and DMs for each new post using your visibility tracker.

Pro Tips:

- Don’t obsess over likes alone. Comments, DMs, and shares are more likely to turn into bookings.
- Respond quickly to engagement. If someone comments or DMs, reply promptly- these are hot leads!
- Track consistently. Even a small daily habit builds big insights over time.

LESSON 4: CONSISTENCY OVER PERFECTION

- Posting once a week consistently is better than posting five times in a day then disappearing.
- Small, authentic posts build trust over time.
- Use your portfolio images, short tips, personal stories, and client announcements to rotate content without overthinking it.

By the end of today, you’ll have:
✅ An “I’m now booking” announcement ready to post
✅ 3–day content plan for posts and stories to build visibility
✅ A tracking system to monitor engagement and learn what resonates
✅ Confidence that consistent, strategic posting can attract leads and clients

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DAY 6

OUTREACH & CLIENT CONVERSATIONS

Overview

Now that you've built visibility and started booking momentum, it's time to master one of the most overlooked skills in business growth: outreach and client conversations. A lot of photographers wait around for inquiries to "just show up." But in reality, the fastest way to grow is to be proactive- to reach out, connect, and build genuine conversations with people who could benefit from your work. Today, you'll learn how to...

- **APPROACH OUTREACH WITH CONFIDENCE (WITHOUT FEELING SPAMMY).**
- **START CONVERSATIONS THAT ACTUALLY LEAD TO BOOKINGS.**
- **GUIDE POTENTIAL CLIENTS FROM "JUST INTERESTED" → TO "READY TO BOOK"**

LESSON 1: RETHINKING OUTREACH (IT'S NOT SALESY — IT'S SERVICE)

Outreach often gets a bad reputation because many think it means cold pitching or pressuring strangers. Instead, think of it as:

✨ Connection, not selling. Your goal is to help someone see the value of what you do and how it can serve them.

Examples of genuine outreach:

- Sending a message to someone who engaged with your post:
- "Thanks so much for your comment! Have you been thinking about getting updated photos this year?"
- Reaching out to a past client:
- "Hey [Name], I loved working with you last [season]! I have some dates open in [upcoming month] if you've been wanting to update your photos again."
- Following up with a lead who ghosted:
- "Hi [Name], just wanted to check in- did you have any other questions about the package we chatted about?"

👉 Notice: it's conversational, not pushy.

LESSON 2: THE 3-PART CONVERSATION FLOW

Once you're in a DM, email, or consultation, follow this flow:

1. Ask About Them
    - "Tell me what you're looking for in photos."
    - "What's most important to you about this session?"
    - This makes the client feel heard and helps you know their priorities.

2. Share Your Solution
    - Reflect their words back to them and show how you meet their needs.
    - Example: "Since you mentioned wanting candid family moments, my lifestyle package would be perfect because it focuses on relaxed, natural images."

3. Guide to Next Step (CTA)
    - Never leave the conversation open-ended. Always close with action:
    - “Would you like me to send over my booking link?”
    - “Do you want me to hold [date] for you?”

This keeps momentum moving toward a booking.

LESSON 3: HANDLING COMMON OBJECTIONS GRACEFULLY

Not every client will say yes right away. Here’s how to navigate the most common responses without losing the connection:

- “It’s too expensive.”
    - Response: “I totally understand budget is important! That’s why I offer [payment plan / different package options]. Which option feels best for you?”
- “I need to think about it.”
    - Response: “Of course! Would it help if I sent over some sample galleries so you can see what your session could look like?”
- “I’m too busy right now.”
    - Response: “No worries! My [season/month] dates are already filling up, so I’d be happy to pencil you in now to save your spot and we can finalize details closer to your date.”

👉 The key: validate their concern + offer a solution.

OUTREACH AND CLIENT CONVERSATIONS DON’T HAVE TO FEEL AWKWARD. WHEN YOU APPROACH IT AS SERVICE AND FOLLOW A SIMPLE FLOW — ASK → SHARE → GUIDE — YOU’LL BUILD TRUST, OVERCOME HESITATIONS, AND BOOK MORE CLIENTS WITHOUT EVER FEELING PUSHY.

Outreach & Client Conversations

Part 1: Conversation Starters (Fill-in-the-Blanks)

Use these prompts to start genuine conversations without feeling salesy.

“Hey [Name], thanks so much for engaging with my post about [topic]. Have you been thinking about [session type] this year?”

“Hi [Name], I loved working with you for [past session]. I have a few dates open in [upcoming month] if you’ve been wanting to update your photos.”
“Hi [Name], thanks for reaching out! Tell me a little bit about what you’re looking for in your session.”

👉 **Write 3 conversation starters that feel natural to you:**

Outreach & Client Conversations

Part 2: Practice the 3-Part Flow

Step 1: Ask About Them
Write 2 questions you could ask to learn more about a client's needs:

Step 2: Share Your Solution
Write 1 way you'd connect their needs to your package:

Step 3: Guide to Next Step
Write 2 closing CTAs you feel comfortable using:

Outreach & Client Conversations

Part 3: Objection Handling Practice

Objection 1: “It’s too expensive.”
Your response:

Objection 2: “I need to think about it.”
Your response:

Objection 3: “I’m too busy right now.”
Your response:

Outreach & Client Conversations

Part 4: Outreach & Conversation Tracker

Track your outreach and see how many conversations move toward bookings.

Date	Name	Outreach Type (DM/Email/Text)	Initial Message	Response? (Y/N)	Next Step	Notes

Which outreach starter felt the most natural to me?

____

Which objections do I find hardest to answer?

____

What 1 thing will I try differently in my next client conversation?

____

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DAY 7

DELIVER WITH CONFIDENCE & CLOSE STRONG

LESSON 1: WHY DELIVERY MATTERS AS MUCH AS BOOKING

Make sure your clients feel taken care of, love their photos, and want to book you again (or refer their friends).

A great client experience doesn't stop when someone pays you- it actually *starts* there. How you deliver the session and photos will determine:

- Whether they come back to book you again
- Whether they refer friends/family
- Whether they leave you a glowing review

Think of it this way: every session you deliver well is free marketing for your next booking.

LESSON 2: PROFESSIONAL SESSION DELIVERY

Here's how to deliver your first (or next) client project like a pro, even if you're brand new:

1. **Be prepared**
    - Confirm the time, date, and location at least 24 hours before the shoot.
    - Pack gear the night before (camera, batteries, SD cards, lens wipes).
2. **Communicate clearly**
    - Send a quick "excited to see you tomorrow!" message.
    - Give clients a sense of confidence by leading them gently during the shoot.
3. **Deliver on time**
    - Underpromise and overdeliver. If you say 2 weeks, aim for 7–10 days.
    - Send sneak peeks (2–3 images) within 48 hours to build excitement.
4. **Add a personal touch**
    - Send a thank-you message or include a note in the gallery delivery email.
    - Clients remember the little things that make them feel valued.

LESSON 3: GATHERING FEEDBACK & TESTIMONIALS

Make sure your clients feel taken care of, love their photos, and want to book you again (or refer their friends).

Happy clients are your best marketing tool. Don't be afraid to ask for feedback!

How to Ask:

- "I loved working with you! If you're comfortable, could you share a quick testimonial I can use on my Instagram/website?"
- "Which image from your gallery is your favorite? Can I share it and tag you?"

💡 Tip: Ask when they're most excited- usually right after you deliver their gallery or sneak peek.

LESSON 4: SETTING UP REPEAT & REFERRAL BUSINESS

The easiest client to book is the one who already worked with you. After you deliver, plant the seed for the next booking:

- "I'd love to work with you again- I'll be opening [fall mini sessions/holiday sessions] soon. Want me to save you a spot?"
- "If you know a friend who'd love a session like this, feel free to share my info- I'd be happy to offer them a little referral bonus."

You don't need a complicated referral program- even a simple thank-you or $25 gift card can go a long way.

Take a moment to look back at the week:

- You defined your ideal client
- Set up your portfolio & Instagram
- Built packages and pricing
- Created a booking workflow
- Posted consistently and gained visibility
- Reached out and started conversations
- Delivered your first (or next) paid session like a pro

That's massive progress in just 7 days.
👉 The next step is to repeat this system until it becomes second nature. Every cycle gets easier, faster, and more effective.

Client Delivery + Wins Tracker

Part 1: Session Prep & Delivery Checklist

Use this to ensure every client session is professional and smooth.

Task	Completed (Y/N)	Notes
Confirm date, time, and location with client		
Pack camera gear, batteries, SD cards, props		
Prepare client guidance or shot list		
Send reminder message 24 hours before session		
Lead client confidently during session		
Send sneak peek images within 48 hours		
Deliver full gallery by promised deadline		
Include personal thank-you or note with delivery		

Client Delivery + Wins Tracker

Part 2: Client Feedback & Testimonial Tracker

Client Name	Session Type	Feedback Received? (Y/N)	Testimonial/Quote	Social Share Permission (Y/N)	Notes

Client Delivery + Wins Tracker

Part 3: Wins & Lessons Learned

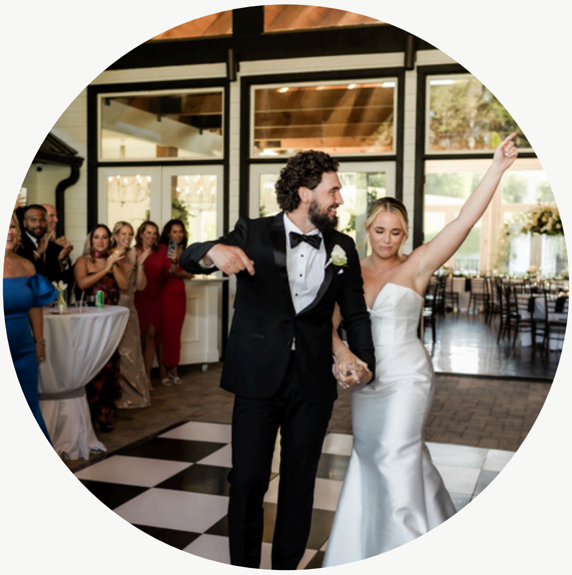
Top 3 wins from this session or week:

Part 4: Repeat & Referral Opportunities

Next session I want to offer this client:

Potential referral opportunity (friend/family who may book):

Follow-up message to send in next 1–2 weeks:



CONGRATULATIONS

IN JUST 7 DAYS, YOU'VE TAKEN YOUR PHOTOGRAPHY BUSINESS FROM ZERO TO YOUR FIRST PAYING CLIENT!

Your wins this week:

- You took action and implemented a step-by-step plan
- Reached out to potential clients confidently
- Booked your very first paying client
- Learned the foundations of client attraction and communication

You now have proof that you can book clients- and this is just the beginning. Every successful photographer started exactly where you are right now. The skills you learned in this course will carry you forward for every client you book next.

You Should Be Proud

You now have proof that you can book clients- and this is just the beginning.

Every successful photographer started exactly where you are right now. The skills and strategies you learned in this course will carry you forward for every client you book next.

Ready to Take It Even Further?

The Blueprint shows you how to start building your photography business step by step. But there's a difference between knowing what to do & and having a system that helps you do it consistently. Most photographers don't struggle with information... they struggle with consistency.

They get stuck trying to figure out:

- where their next client is coming from
- how to keep inquiries coming in
- what to focus on when things slow down
- and how to turn occasional bookings into a steady flow

If you want to simplify this even more...
There is a full Client Acquisition System available below.

<u>It takes everything inside this Blueprint and turns it into a complete system for:</u>

- generating consistent photography leads
- starting conversations that convert
- booking clients more predictably
- and understanding exactly where your clients come from

Instead of piecing it together on your own, you follow a structured system designed to remove guesswork completely.

The difference is simple:
The Blueprint helps you understand how to *build your foundation.*
The Client Acquisition System helps you **run your photography business with a repeatable flow of clients.**

If you're ready for that level of support...
You can grab the full client getting system below.

<u>UPGRADE FOR CLIENTS HERE</u>

I can't wait to see you continue booking clients and growing your photography business. Keep taking action- your next client is just around the corner!

- Katrina | Booked to Profit