

TRACEY'S MINI SESSION

GUIDE & WORKBOOK



FOR FAMILY PHOTOGRAPHERS

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WHY MINI SESSIONS?

I'll tell you why I love them! I personally run my mini sessions every 15 minutes. This means that every hour I photograph 4 families, instead of 1, therefore giving me potential to make more money during that time. Here's some more reasons...

- Shorter sessions are great for busy families
- Some Teenagers (and Dads) are more likely to come to a quick shoot
- I meet a lot more families, which creates a buzz around my brand
- Gives you great content to share on social media
- Fast & fun sessions keep the energy high and the smiles natural
- Fundraising mini sessions give back to the community
- Budget friendly. Families that are struggling don't miss out on having beautiful memories
- Repeat clients every year that come back just for minis
- Bulk sessions into one day instead of spreading out over several

About me...

Hi, I'm Tracey!

If you don't know me, I'll do a quick introduction.

I'm married with 7 kiddies and I've been a Professional Family Photographer for over 13 years.

I run my own mini sessions as well as hosting Fundraising events for schools and organisations.



MINI SESSION FLOW

01

Designing your minis

Plan and design your mini session day for success.

02

Marketing & Booking

How to fill your time slots

03

Communication

How to prepare your families for their mini session

04

Shoot Day

All the tips you need to make sure your day is a success

05

Galleries

Sending completed galleries

06

Final Delivery

Delivering final printed products as well as digital images.

A vertical photograph on the left side of the page shows a desk setup. At the top is a laptop with a gold-colored keyboard. Below the keyboard is a spiral-bound calendar with a white cover and gold rings. To the right of the calendar is a small potted succulent with green, pointed leaves. At the bottom of the image are two clear pushpins with gold-colored bases.

DESIGNING

Before you can market your minis you need to work out what sort you are going to be running.

You may choose to run yours around a seasonal event such as Easter or Christmas or maybe you might choose a season such as spring or autumn.

Fundraising events and Graduation Days work well too.

MARKETING

Marketing isn't just putting in on social media a few times and hoping it does well. It also includes everything you do on a daily basis to promote your business in general. One or two posts won't give it the traction it needs. Market daily. Utilise your 'stories' as well as posts and reels.

Build an email list and sending regular emails with session tips as well as links to up and coming events.

Word of mouth. You'd be surprised what you can do with this. Offering discounts for referrals works well when you're first starting out.

Lastly, team up with a local vendor and work together. This could also include running a fundraising event.

THE PLAN

Planning your mini sessions

How long would you like your mini sessions to be? And how many per day?

Will they have a theme?

Will you have a break between each mini or will you run them back to back?

Will you offer morning and afternoon sessions?

What location will you do them?

How will you advertise and market them?

What is your wet weather plan...

Are you confident with your camera settings and poses?

Do you have a session flow plan?

A vertical photograph on the left side of the page shows a desk setup. At the top is a laptop with a gold-colored frame. Below it is a spiral-bound calendar with a white cover and gold rings, showing dates from 4 to 31. To the right of the calendar is a small potted succulent with green, pointed leaves. At the bottom of the image are two white pushpins with gold-colored bases.

BOOKING SYSTEM

The easiest way to get bookings on autopilot, is to make sure your clients can choose their appointment time and pay their deposit without having to message you directly. I've found that people will often book at the end of the day when they're scrolling on their phone.

There are a lot of different ways to set this up. Firstly you need to work out if you would like them to sign a contract and to make sure this is doable with the software you choose.

There are quite a few different programs you can use for this, it's best to do a few trials and choose one that best suits you.

If you prefer to book people manually, that's fine too, but bare in mind mini sessions are designed to be a lower price point, so you don't want to be spending extra time on this.

COMMUNICATION

During your booking process, make sure you ask questions such as who will be joining you for the session. Set up an automatic reply email after they've booked, reminding them on all the session details such as location, time and what to wear.

Lastly, to make sure they remember to turn up, have your booking program automatically send out a reminder email or text a few days beforehand with session details.

MINI SESSION DAY

Whether your mini sessions are 15 minutes or half an hour, you need to have a rough idea of how many images you'd like to deliver to your client.

For example, my 15 minute mini sessions end up with approx. 25-30 beautifully edited colour images plus the matching images in black & white.

The easiest way to make sure you have all the images you need, is to have a shot-list. This is a list of images you absolutely must do, such as a sibling photo.

I always make sure that with each pose, I have a variety of photos with everyone looking and some fun ones where they're interacting with each other before I change the pose.

*Have a plan to take
the stress out of
wondering what pose
to do next*

Tracey Devereaux



CREATE YOUR SHOTLIST

Plan your session

Write down all the combinations you'd like to include in each mini session.
For example: Family walking holding hands.

SESSION FLOW

Now that you know what images you'd like to include in your sessions, work out the best order to do these so each pose flows into the next one.

PRICING

Pricing is personal and not as easy as just choosing a random number that sounds good or that everyone else is using. Make sure you know your numbers and your cost of business.

You want to make sure your minis are not only profitable, but are at an attractive price point for your clients.

Being able to up-sell is a great way to let clients come in at a lower price point and upgrade if they choose.

When shooting, design your galleries so it's a no brainer to upgrade to the full package.

Always know your numbers before choosing your pricing



GALLERIES AND DELIVERY

There are a few different ways to show your finished images to your clients. You can meet with them to show them in person or you can email them a gallery link. There are pros and cons to both.

In person sales allows you to up-sell more products but it is more time consuming.

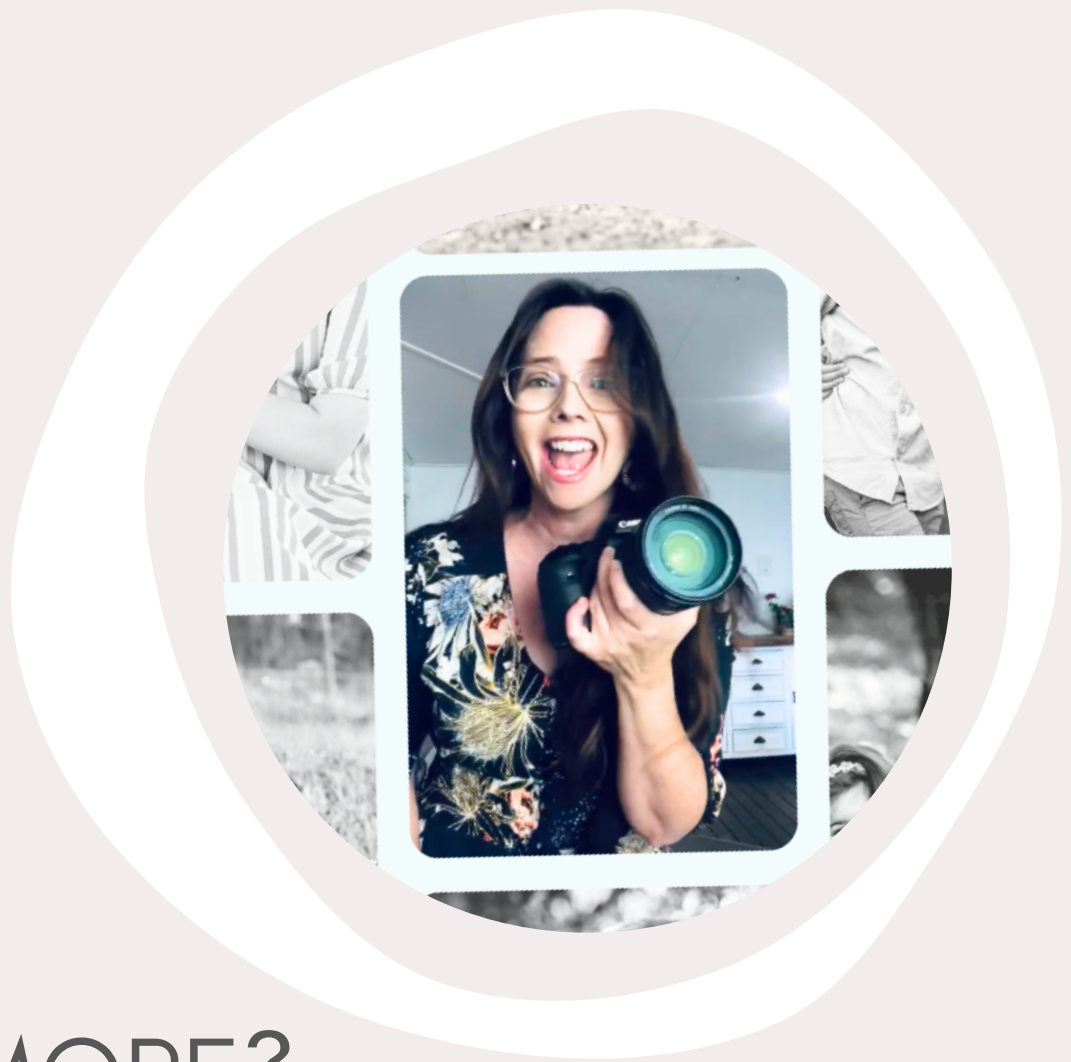
Online galleries are convenient but you do have to be careful with people screenshotting the images and using ai to remove your logo. There is software to help reduce this risk.

Once orders have been received and products printed, organise a day for pick ups or deliveries as well as a time window. This will make sure you're not spending too much time on this.

*It's more than a
photoshoot, it's an
experience....*

Tracey Devereaux





WANT MORE?....

If you'd like to me to help you with your mini sessions, feel free to send me a message or alternatively check out the link below. Don't forget to sign up to our emails for inspiration, education and freebies.

Link:

<https://linktr.ee/traceydev>

Cheers,

Tracey Devereaux

Tracey Devereaux Photography