

How to increase your sales with Preschool Photography!

{Learn how to price it, convert to family clients,
and the #1 way to ensure success}





Hello, I'm Kirsten

I'm a child & family photographer in Atlanta, Ga. Former Teacher, mom to three kiddos, and married to my husband for 15 years!

Excited to chat with you about preschool photography today, not to be confused with "school photography"!

What we will be talking about today...

- Why Preschool Photography?
 - How to price it!
 - How to convert them to family clients.
- My #1 way to ensure success with Preschool Photography!



Why Preschool Photography?

Some questions to ask yourself...

Do you enjoy working with preschoolers?

Do you enjoy freeing up your weekends?

Would it bring you JOY?



A few things I've done to make Preschool Photography successful for my business...

- Using nature as my backdrop.
- Using a simple wooden bench or chair with no props!
- I include siblings for those families that have all their children at school.
- Taking the time to get those genuine smiles!
- Most importantly, I make it **SUPER EASY AND AFFORDABLE** for parents to order!



How do you price Preschool Photography?

- Remember everyone is different with pricing!
You have to do what works for you.
- With Preschool Photography, it is all about VOLUME!
The more orders the better.



Here are things I do that create profitable sales for picture day:

- I don't print proofs ahead of time!
- Each preschooler gets 3-5 individual images, which includes 1 black & white image to view online.
- All orders are done through Shootproof
- Easy online ordering for parents to navigate
- No paper and pencil orders
- Payment is due when they place the order!
- Everything is AL LA CARTE!!
- Yep, it is just a \$25 order minimum and they can choose which size prints they want.
- I offer digital images for a set price and it is one of my most popular options!
- I provide a discount if they spend a certain amount of money.

Giving parents multiple photo options to view allows for a higher sale!



Siblings, BFFs, or cousin photos can also increase your sales!

Is it worth your time?

I work with three church-based preschools in my community. I'm their preschool photographer and photograph them in both fall and spring for picture day.

With over **150 preschoolers**,
I bring in a profit equivalent to **10 full family sessions**.

This is just 8 hours **just twice a year** of shooting time.
If you ask me, it's **well** worth it.



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How do you convert them to family clients?

1. I intentionally choose preschools in my community.

- These families are my ideal clients or they are my current clients!
- Word of mouth is a powerful thing.
- Parents see that I got a genuine smile of their child for a school photo and then they contact me for a family photo!

2. Great customer service and communication

3. Once their pictures have been delivered, I email them to join my VIP team for future sessions!

Ready for my #1 way to ensure success with Preschool Photography??



A great relationship with the preschool and director is key!

What I do to ensure great success with the preschool:

1. It *is of NO COST to the preschool* to hire me as their school photographer.
2. All *the information, flyers, and letters home* for the parents are provided by me.
3. I offer *FREE headshots* to all staff at the preschool on picture day and foster goodwill as a result.
4. I offer a *5% kickback* to the school in form of a donation for total sales.
5. All *orders are completed online*, so the director doesn't have to collect orders or deal with the money.
6. I *offer individual, siblings, class, and graduation photos* for the school.

Best part about being a preschool photographer???

It brings me JOY!

I love seeing my little clients smile when they see me, get excited to see me again, and remember all my fun silly toys!



THANK YOU!!

I hope you've gained more information about Preschool Photography and it's encouraged you to add it to your business.



I know it will help grow your sales and bring you joy with their sweet smiles!!

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