VIP TRAINING · DAY 2 · MAKE MORE

Position for the Top of the K

A step-by-step guide to auditing your offer, moving out of the squeezed middle, and building a senior photography business for the families who invest

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START HERE

The Market Is Splitting in Two

"Nobody is spending money right now." Some families aren't. But the money didn't disappear. It moved.

~Half

of U.S. consumer spending comes from the top 10% of earners, the highest share since tracking began in 1989 (Moody's Analytics estimate, Q2 2025).

Bottom 80%

Spending growth for most households hasn't kept up with inflation. Budget-minded families are cutting back or going as cheap as possible.

Source: Moody's Analytics estimate via Marketplace, September 2025. Other measures, such as government spending surveys, show a smaller share for top earners, and economists debate the size of the gap. The direction, not the exact number, is what matters here.

Economists call this a **K-shaped economy**: one group moving up, another moving down. In senior photography, it shows up as the **price squeeze**.

LOW END

The race to the bottom

Cheap sessions, phone cameras and AI images. There's always someone cheaper.

THE MIDDLE

Squeezed from both sides

Too expensive for bargain shoppers. Not special enough for families who want the best.

HIGH END

Doing the best

Families who value photography invest in the full experience and heirloom products.

MY PREDICTION

The photographers who can serve the top 10% of the market are the ones who will survive. This guide walks you through exactly how to position your business for them.

HOW TO USE THIS GUIDE

Your Step-by-Step Roadmap

Work through these in order. Each step builds on the one before, and most use the same Claude chat.

STEP	WHAT YOU'LL DO	TIME
01	**Know your numbers** and find where you sit on the K	30 min
02	**Map your market's price tiers**	30 min
03	**Run the offer audit**	20 min
04	**Define the families who invest**	20 min
05	**Close the experience gaps**	30 min
06	**Reposition your pricing**	30 min
07	**Rewrite your messaging**	45 min
08	**Handle "it's too expensive"**	20 min
09	**Build your 30-day plan**	15 min

BEFORE YOU START

Create a Claude Project called **Positioning**. Add your price list, your website copy, a description of your session experience and a few recent reviews to the Project files. Every prompt in this guide works best when Claude can see them.

How the prompts work

Anything in **[brackets]** is where you fill in your own details. Every prompt tells Claude to use only what you provide. Keep that line in. It stops AI from inventing facts about your business.

STEP 01 · KNOW YOUR NUMBERS

Find Where You Sit on the K

You can't reposition until you know where you are. Pull these numbers from the last 12 months.

TIME: 30 MINUTES

NUMBER	LAST 12 MONTHS
Senior sessions photographed	
Total senior revenue	
Average sale per client (revenue ÷ sessions)	
Lowest sale / highest sale	
% of clients who bought wall art	
% of clients who bought digitals only	
Session fee (or starting price)	
Inquiry-to-booking rate	

Warning signs you're in the middle

- [ ] Most clients choose your smallest collection or digitals only
- [ ] You hear "we're just getting quotes" or "that's more than we expected" often
- [ ] Your website looks and sounds like most photographers in your area
- [ ] You've discounted or added freebies to close bookings in the last year
- [ ] Your average sale hasn't grown in two years

COPY THIS PROMPT

Here are my senior portrait business numbers for the last 12 months:
[paste your completed table]

Act as a business advisor for high-end senior portrait photographers. Based only on these numbers:
1. Where does my business appear to sit: the low end, the squeezed middle or the high end? Explain why.
2. What do these numbers tell you about how my clients see my offer?
3. Which single number, if improved, would change my business the most?

Be honest and direct. If you need more information to answer well, ask me.

STEP 02 · MAP YOUR MARKET

See the Price Tiers in Your Area

Know what the low end, the middle and the high end look like where you live, so you can see which tier you're being compared to.

TIME: 30 MINUTES

1 ## Open Claude with web search turned on

If you've done the **Competitor & Market Gap Analysis** from Day 1, paste in your competitor table and skip ahead to the prompt below.

2 ## Run the market tier prompt

It sorts senior photographers in your area into tiers by price and experience.

3 ## Spot-check the facts

Websites can be outdated. Click through the sources for anything that looks surprising.

MARKET TIER PROMPT · WEB SEARCH ON

Research senior portrait photographers in **[City, State]** and nearby areas: **[list areas]**. Include these photographers I know about: **[names / URLs]**.

Sort them into three tiers:

- Low end: lowest prices, minimal experience
- Middle: moderate prices, standard experience
- High end: premium prices, full experience (planning, hair and makeup, in-person reveal, heirloom products)

For each tier, tell me: typical starting price, what's included, how they describe themselves, and how many photographers are in it.

Then place my business in the tier that clients would most likely compare me to, based on this information: **[your starting price, what's included, your average sale]**

Cite your sources. If you can't find a price, say "not listed." Don't guess.

STEP 03 · OFFER AUDIT

Is Your Offer Built for Families Who Invest?

This is the prompt from the VIP training. It looks at your whole offer through the eyes of the families at the top of the K.

TIME: 20 MINUTES

1. ### Stay in the same chat

   Claude can use your numbers and market map from Steps 1 and 2.

2. ### Paste your real offer

   Your actual website copy, experience and collections. Don't clean it up first.

3. ### Pick your top 3 changes

   Circle the three with the biggest impact on average sale. They go into your 30-day plan in Step 9.

OFFER AUDIT PROMPT

Act as a business strategist for high-end senior portrait photographers.

Here's my current offer:
Website homepage copy: **[paste]**
Session experience: **[what's included]**
Collections and pricing: **[paste]**
Products I offer: **[list]**
Average sale: **[$]**

In today's K-shaped economy, the families who invest in photography want a full, premium experience and heirloom products, not just files.

1. Where does my offer look like the middle of the market?
2. What's missing that high-investing families would expect?
3. What should I add, remove or reposition?
4. Give me my top 5 changes, ranked by impact on average sale.

Be direct. Don't flatter me.

STEP 04 · YOUR IDEAL CLIENT

Define the Families Who Invest

Serving the top of the market isn't about guessing anyone's income. It's about understanding what families who value photography care about, and building for that.

TIME: 20 MINUTES

1 **Look at your best past clients**

Pick 3–5 families with your highest sales, or who loved the experience most. What did they ask about? What did they buy? What did they say in their reviews?

2 **Describe them by what they value**

Their priorities, their questions, how they make decisions and where they hang art at home. Not assumptions about income, neighborhoods or background.

3 **Run the prompt**

You'll use the result to shape your messaging, your experience and your pricing.

IDEAL CLIENT PROMPT

Here's what I know about my best senior portrait clients, the families with the highest sales and the best experiences:
[for 3–5 clients: what they asked about, what they bought, what they valued, quotes from their reviews]

Based only on this, create an ideal client profile focused on what these families value, not on income or demographics:
1. What they care about most when choosing a senior photographer
2. The questions and concerns they have before booking
3. What makes them comfortable investing
4. What would make them choose someone else
5. The words and phrases they use (pulled from their reviews)

Then tell me the 3 biggest ways my current offer and website do or don't speak to them.

A NOTE ON THE TOP 10%

You're not trying to screen families out or judge who can afford you. You're building an experience that families who value photography will recognize and want to invest in. Keep your messaging warm and welcoming to everyone.

STEP 05 · THE EXPERIENCE

Close the Experience Gaps

Families at the top of the K aren't buying files. They're buying guidance, an experience and portraits that live on their walls. Check which of these you offer today.

TIME: 30 MINUTES

EXPERIENCE ELEMENT	OFFER IT?	WHAT I'D ADD OR IMPROVE
Planning consult before the session		
Client portal with what-to-wear and location guides		
Professional hair and makeup		
Multiple locations and outfits		
Post-session prep kit before the reveal		
Wall photos and to-scale wall art designs		
In-person reveal and ordering appointment		
Product samples clients can see and touch		
Heirloom products: wall art, albums, gift prints		
Personal touches: handwritten notes, delivery, packaging		

EXPERIENCE UPGRADE PROMPT

Here's my senior session experience from first inquiry to final delivery:
[describe every step]

And here's my completed experience checklist:
[paste your table]

Act as a luxury client experience consultant. Map my experience step by step and show me:
1. The moments that feel premium today
2. The moments that feel average, rushed or generic
3. The 5 upgrades that would most change how high-investing families see me, with the effort each one takes (low, medium, high)

Keep the suggestions realistic for a solo or small studio.

STEP 06 · PRICING

Reposition Your Pricing

You can't serve the top of the market with middle-of-the-market prices. The goal isn't to jump overnight. It's to move up with a plan.

TIME: 30 MINUTES

1. ## Upgrade the experience first

   Price increases land best when clients can see and feel what changed.

2. ## Lead with a collection, not a file count

   Families at the top of the market choose an experience and a result, not a number of images.

3. ## Plan your steps

   Raise prices for new bookings on a set date, and honor existing bookings at their original price.

4. ## Go deeper with the pricing guide

   The **Price for Profit** section of the VIP training covers margins, collections and pricing psychology in detail.

PRICE POSITIONING PROMPT

Using my numbers, market map and offer audit from this chat:

My current starting price: **[$]**
My current average sale: **[$]**
My target average sale in 12 months: **[$]**
High-end photographers in my area start at: **[$, from Step 2]**

1. Recommend a pricing path from where I am to my target, in 2–3 steps over the next 12 months
2. For each step, tell me what experience upgrades should come first so the new price feels justified
3. Suggest whether I should use a minimum investment, a session fee credited toward products, or collections, and why
4. Flag any risks, like pricing myself above what my current experience supports

Be realistic. Tell me if my target isn't achievable yet and what would need to change.

STEP 07 · MESSAGING

Sound Like the High End

If your website sounds like everyone else's, families will compare you on price. Your words should make the experience and the finished product feel like the obvious reason to invest.

TIME: 45 MINUTES

Middle-of-the-market language

"Affordable packages." "Get all your digital files." "Fun, relaxed sessions." "Book now and save." Lots of exclamation points and discounts.

High-end language

A full experience from planning to your walls. Guidance at every step. Heirloom art your family will live with every day. Calm, confident, specific.

MESSAGING REWRITE PROMPT

Using my ideal client profile from this chat, rewrite my messaging so it speaks to families who value photography and invest in the full experience.

My current copy:
Homepage headline and intro: **[paste]**
About page intro: **[paste]**
My standard inquiry reply: **[paste]**
Instagram bio: **[paste]**

Rewrite each one to:

- Lead with the experience and the finished product, not digital files or discounts
- Use calm, confident, specific language
- Include the words my best clients use in their reviews
- Stay warm and welcoming, never exclusive or snobby

Write in my voice: **[describe it or paste a sample]**. Use only facts I've provided about my business.

- [ ] Update your homepage headline and intro
- [ ] Update your About page and Instagram bio
- [ ] Update your inquiry reply template (and the inquiry response skill from Day 1)
- [ ] Swap screen-only images for wall art mockups and install photos

STEP 08 · OBJECTIONS

Handle “It’s Too Expensive”

Price objections aren’t a sign you’re charging too much. They’re usually a sign the family doesn’t yet see the value, or isn’t the right fit, and both are okay.

TIME: 20 MINUTES

Show the value

Explain what’s included and what they’ll take home, before talking numbers.

Offer a path

Payment plans or a session fee credited toward products can make investing easier without discounting.

Let it go gracefully

Not every family is your client. A kind, confident reply protects your brand.

OBJECTION RESPONSE PROMPT

Write short, warm replies I can send when a senior or parent says any of these:
1. "That's more than we expected."
2. "Another photographer quoted us much less."
3. "We just want the digital files."
4. "We need to think about it."

For each reply:
- Acknowledge their concern without getting defensive
- Explain the value of my experience and products: **[what's included, what makes it different]**
- Offer a helpful next step: **[payment plan / consult call / collection option]**
- Never discount or badmouth other photographers

Give me a text version (under 300 characters) and an email version for each. Write in my voice: **[describe]**.

STEP 09 · PUT IT INTO ACTION

Your 30-Day Positioning Plan

Repositioning happens in steps. Here's how to make real progress in the next month.

WEEK	FOCUS	TASKS
Week 1	Know where you are	☐ Complete your numbers table and run the K-position prompt ☐ Map your market's price tiers ☐ Run the offer audit and circle your top 3 changes
Week 2	Define and design	☐ Build your ideal client profile ☐ Complete the experience checklist and upgrade prompt ☐ Choose 1–2 experience upgrades to launch first
Week 3	Rewrite	☐ Update your homepage, About page and Instagram bio ☐ Update your inquiry reply template ☐ Save your objection responses where you can reach them fast
Week 4	Price & plan	☐ Run the price positioning prompt ☐ Set the date for your first price step ☐ Add your top changes to your 90-day revenue plan

My Top 3 Changes

#	CHANGE	DONE BY
1		
2		
3		

The families who invest are still investing. The only question is whether they're investing with you.