VIP TRAINING · DAY 2 · MAKE MORE

Price for Profit & Plan Your 90 Days

Know your margins, build collections that sell, read your sales data, and turn your revenue goal into weekly and daily focus

Sean Brown · Senior Photography Education · VIP Resource

START HERE

Same Sessions. More Profit.

Raising your average sale is often easier than booking twice as many clients. It starts with pricing for profit, and it stays on track with a plan.

PHOTOGRAPHER A

40 seniors × $1,500 average sale

$60,000

PHOTOGRAPHER B

40 seniors × $3,000 average sale

$120,000

Illustrative example.

Your Mastermind Bots

Every Mastermind member has access to three bots that do the math and the strategy for you. This guide shows you how to use them, plus Claude prompts for going further.

BOT 01

Pricing Bot

Tells you exactly how much you need to charge, based on your costs, your time and the profit margin you need.

BOT 02

Collections Building Bot

Tells you what to put in each collection, and builds your collections for you around your margins.

BOT 03

90-Day Goal Bot

Breaks your revenue goal into monthly, weekly and daily goals, so you know exactly what to focus on.

OPEN THE MASTERMIND DASHBOARD

dashboard.seniorphotographymastermind.com

HOW TO USE THIS GUIDE

Your Step-by-Step Roadmap

Work through these in order. Each step feeds the next: your margins set your prices, your prices build your collections, and your sales data and goals tell you where to focus.

STEP	WHAT YOU'LL DO	TOOL
Part 5 · Pricing & Sales Data		
01	**Gather your numbers**: costs, prices and sales history	Worksheet
02	**Know your real profit** on every product	Pricing Bot + Claude
03	**Build collections** using pricing psychology	Collections Building Bot + Claude
04	**Find the trends** in your sales data	Square export + Claude
Part 6 · Your 90-Day Revenue Plan		
05	**Set your 90-day target**	90-Day Goal Bot
06	**Break it into monthly, weekly and daily goals**	90-Day Goal Bot + Claude
07	**Review every week** and adjust every 30 days	Weekly scorecard

BEFORE YOU START

Create a Claude Project called **Pricing & Goals**. Add your price list, your lab's price sheet and your sales data export to the Project files, so every prompt can see them.

How the prompts work

Anything in **[brackets]** is where you fill in your own details. Every prompt tells Claude not to guess. Keep that line in. Pricing decisions need real numbers.

PART 5 · STEP 01

Gather Your Numbers

Every pricing decision starts here. Fill this in once, and you'll use it for every bot and prompt that follows.

TIME: 30 MINUTES

Your Product Costs

PRODUCT & SIZE	LAB COST	FRAME / FINISHING	PACKAGING & SHIPPING	TOTAL COST	CURRENT PRICE

Your Business Numbers

NUMBER	YOURS
Hours per client (session, editing, ordering, delivery)	
Hourly rate you want to pay yourself	
Monthly business expenses (software, insurance, studio, etc.)	
Senior sessions per year	
Profit margin you need on products	
Current average sale	
Revenue goal this year	

PART 5 · STEP 02

Know Your Real Profit on Every Product

Most photographers know what they charge. Far fewer know what they actually keep. This step shows you.

TIME: 30 MINUTES

MASTERMIND MEMBERS · START WITH THE PRICING BOT

Open the **Pricing Bot** in your Mastermind dashboard. Enter your costs, your time and the margin you need, and it tells you exactly how much you need to charge. Then use the Claude prompt below to check your whole price list at once.

1

Use real costs

Pull costs from your lab's current price sheet, plus framing, packaging and shipping. Guessed costs lead to guessed profit.

2

Include your time

Your hours are a real cost. If a product needs extra design or retouching time, count it.

3

Run the prompt and flag the problems

Any product below your target margin gets a new price, or gets removed.

MARGIN PROMPT

Help me price my senior portrait products for profit.

My products and costs (lab + framing + packaging + shipping):
[paste your product cost table]

My current prices: **[paste]**
Hours I spend per client (session, editing, reveal, ordering): **[#]**
Profit margin I need: **[e.g., 60%+ on products]**
Revenue goal this year: **[$]**

1. Calculate my current margin on each product
2. Flag any product priced below my target margin
3. Suggest new prices that hit my margin, with a short reason for each
4. Show me the math in a table

Don't guess costs. If something is missing, ask me.

PART 5 · STEP 03

Build Collections That Sell

Collections make choosing easy. Built well, they guide most families to the middle or top option, and every one includes wall art.

TIME: 30 MINUTES

MASTERMIND MEMBERS · USE THE COLLECTIONS BUILDING BOT

Open the **Collections Building Bot** in your Mastermind dashboard. Using your prices and the profit margin you need, it tells you what to put in each collection and builds them for you. Then use the prompts below to sharpen them with pricing psychology.

Pricing Psychology, in Plain English

Anchoring

Present your largest collection first, so everything after it feels within reach.

The Decoy

A collection placed so your favorite option looks like the clear best value.

Good, Better, Best

Three clear choices. Most families land in the middle or top.

Bundling

Wall art, albums and digitals together feel like more value than à la carte.

COLLECTIONS PROMPT

Using my products and new prices, build 3 collections for my senior portrait clients (good, better, best).

My goals:
- Most families should choose the middle or top collection
- Every collection includes at least one piece of wall art
- Target average sale: **[$]**
- Minimum margin: **[%]**

Use pricing psychology:
- Anchoring: present the top collection first
- A decoy that makes my preferred collection the clear best value
- Bundles that feel like more value than buying à la carte
- Premium-feeling round prices

For each collection: name, what's included, price, margin, and why a family would choose it. Then explain how the three work together.

STRESS-TEST YOUR COLLECTIONS

Here are my 3 collections: **[paste]**

Act as a parent of a high school senior seeing these for the first time at an ordering session.
1. Which collection would you choose, and why?
2. What feels confusing, too similar or not worth the price?
3. What would make the top collection feel like an easy yes?

Then suggest specific changes to steer more families toward the **[middle / top]** collection without discounting.

PRESENT IT WELL

Show collections after families have chosen their favorite images and seen them on their own walls, not before. Value first, then price. The **Post-Session Prep Portal** can preview your collections so nobody is surprised.

PART 5 · STEP 04

Find the Trends in Your Sales Data

Your sales history knows things you don't: which collections really sell, where your average sale is slipping, and where you're leaving money on the table.

TIME: 30 MINUTES

1 ## Export your sales data

In your Square Dashboard, open **Reports** and choose a sales report (like Item Sales or Transactions). Set the date range to the last 12 months and export it as a **CSV** file. Using a different system? Look for an export or reports option.

2 ## Protect client privacy

If your export includes client names, emails or phone numbers, delete those columns before uploading. Claude only needs dates, items and amounts.

3 ## Upload the file to Claude

Add it to your Pricing & Goals Project, or attach it to a new chat with the prompt below.

4 ## Ask follow-ups

"Show me that as a chart." "Compare spring to fall." "Which month had my highest average sale, and why?"

SALES DATA PROMPT

I've attached my sales data export from **[Square / my sales system]** for the last **[12]** months.

Analyze it and tell me:
1. My average sale per client, by month, and the trend
2. My best-selling and worst-selling collections and products
3. What share of revenue comes from wall art vs. albums vs. digitals vs. other products
4. Which products tend to sell together
5. My most profitable products, using these costs: **[paste costs]**
6. Where I'm likely leaving money on the table
7. The 3 changes that would raise my average sale the most

Show key findings in tables. Tell me if the data is missing anything you need.

Where to Look First

Collections nobody picks

If a collection almost never sells, it's either priced wrong, too similar to another one or not needed.

Digital-only sales

A high share of digitals-only orders usually means families aren't seeing wall art before they order.

Discounts and freebies

Add up every discount and freebie. That number is often bigger than photographers expect.

Your best months

What was different when your average sale was highest? Do more of that.

MASTERMIND MEMBERS

Bring what you learn back into the **Pricing Bot** and **Collections Building Bot**, so your prices and collections are built around what your clients actually buy.

PART 6 · YOUR 90-DAY REVENUE PLAN

Focus Beats Hustle

Missing your revenue goals is rarely about not working hard enough. It's about not focusing on the right things.

WHY 90 DAYS

A year is too long to feel urgent, and a week is too short to change much. Ninety days is long enough to move the numbers and short enough to stay focused. If you're not driving revenue, you're not driving the business. The photographers who focus on revenue stay in business.

Step 05 · Set Your 90-Day Target

NUMBER	YOURS
Yearly revenue goal	
Revenue so far this year	
Revenue these 90 days need to bring in	
Average sale (from your sales data)	
Sessions needed at that average sale	
Inquiry-to-booking rate	
Inquiries needed	

MASTERMIND MEMBERS · USE THE 90-DAY GOAL BOT

Open the **90-Day Goal Bot** in your Mastermind dashboard. Enter your revenue goal and your numbers, and it breaks your goal down into monthly, weekly and daily goals, so you know exactly what to work on every day.

PART 6 · STEP 06

Break It Into Monthly, Weekly and Daily Goals

Your plan should answer one question every morning: what are the few things I need to do today to hit my number?

TIME: 30 MINUTES

90-DAY PLAN PROMPT

Help me build a 90-day revenue plan for my senior portrait business.

Yearly revenue goal: **[$]**
Revenue so far this year: **[$]**
The next 90 days: **[start date]** to **[end date]**
My average sale: **[$]**
My inquiry-to-booking rate: **[%]**
My busy and slow months: **[describe]**

Break it down into:
1. The revenue these 90 days need to bring in
2. Monthly targets: sessions, average sale and revenue
3. Weekly targets: inquiries, bookings, reveals and sales
4. The 3 focus areas most likely to hit the goal (e.g., raise average sale, wall art, bookings)
5. A short daily action list for each focus area

Keep it realistic. Tell me if the goal isn't achievable with these numbers and what would need to change.

Pick Your 3 Focus Areas

The biggest wins usually come from one of three levers. Choose where to focus first:

Raise Average Sale

New collections, wall photos, prep portal, product-forward marketing.

Book More Clients

AI search, content, personalized inquiry replies (Day 1).

Convert More Inquiries

Faster, personal replies, voice messages and consults.

PART 6 · STEP 07

Review Every Week

A plan only works if you look at it. Fifteen minutes every Monday keeps you honest and focused.

Weekly Scorecard

WEEK	INQUIRIES	BOOKINGS	ORDERING SESSIONS	REVENUE	ON TRACK?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

30-DAY CHECK-IN PROMPT

Here's my 90-day plan: **[paste or reference it in this Project]**
Here are my results for the first **[30 / 60]** days: **[paste your scorecard]**

1. Am I on track? By how much am I ahead or behind?
2. Which focus area is working, and which isn't?
3. What should I change for the next 30 days to still hit my goal?
4. Update my weekly targets for the rest of the plan.

PUT IT INTO ACTION

Your Next 30 Days

WEEK	FOCUS	TASKS
Week 1	Know your numbers	☐ Fill in your cost and business number tables ☐ Run the Pricing Bot and the margin prompt ☐ Export your sales data and run the analysis
Week 2	Fix your pricing	☐ Update any product below your target margin ☐ Build collections with the Collections Building Bot ☐ Stress-test them with the parent prompt
Week 3	Plan 90 days	☐ Set your 90-day target ☐ Run the 90-Day Goal Bot and the plan prompt ☐ Choose your 3 focus areas
Week 4	Launch & track	☐ Launch your new prices and collections for new bookings ☐ Update your prep portal and pricing guide ☐ Start your Monday scorecard

OPEN THE MASTERMIND DASHBOARD

Price for profit. Plan for focus. The photographers who drive revenue are the ones who stay in business.