



# RAISING YOUR PRICES

*3 Signs It's Time to  
Raise Your Prices*

BY PARKER & ABBEY

# WELCOME



Hey there! Thanks for checking out this freebie! Wondering if it's time to raise your prices? We know the feeling! It can feel a little unsettling wondering if your pricing is where it should be. You don't want to lose customers but you also feel like it's time to make more money! What can you do? Read on to find out!

— PARKER & ABBEY



# 01

## YOU'RE BURNED OUT

It's busy season. You're booking SO many sessions and/or weddings. You're burned out. You've been able to fill more spots than you anticipated - or even every spot! You're starting to feel overwhelmed, you may even be considering if it's time to call it quits because it's just too stressful.

This is a big sign to raise your prices. If you're able to book enough sessions that you're burned out, you need to raise your prices to slow down the demand. You'll still get inquiries, but you'll get less of them! Because you're charging more, though, you won't lose money and you might even make more money!



# SECTION TWO

## YOU TURN CLIENTS AWAY

If your calendar is so full that you have to turn potential clients away because you have no available openings, you need to raise your prices. Your demand is high enough that you don't have any more availability, so increasing the price will decrease the overwhelming number of inquiries.

Keep in mind, you don't have to filled every single day of the year or month or week to raise your prices. You just need to be filling all of your open slots - which may be one per week, one per month, five per week, or ten per year! Your schedule is up to you.

For example, due to our busy schedule, we choose to only book one or two sessions a week. If we begin getting more inquiries and are turning people away, we raise our prices.



# 03 SECTION THREE

## YOU'RE MORE EXPERIENCED

You've had years of experience, you've taken online classes, or you've learned new things, etc.

Your increased experience and skill should be compensated. You shouldn't expect to charge the same as hobby photographers or people who just learned how to go from auto to manual.

We used to feel a little guilty charging more for our services as we got better! We could do a better job in about half the time we used to. But we realized we were thinking about it the wrong way! People are paying us to be able to do a fantastic job in a short amount of time. They are paying for our skill, our experience, and the services we are able to render.

You're a better photographer now.  
Raise your prices.