



THE POST-HOLIDAY **BOOKING PLAN**

23 January and February Sessions

Your Clients Didn't Know They Needed



Who We Are

The Photography Business Institute provides online coaching and was founded by New York Times Bestselling author and one of America's Most Profitable Photographers as named by Professional Photographers of America, Sarah Petty.

"I opened my first photography studio just 2 weeks BEFORE September 11, 2001. And a few short years later, the Professional Photographers of America named it one of the most profitable in the entire country! Oh, and I did it all with 3 babies under my feet, in a cornfield town in Central Illinois. So if I can do it, you can too."

-Sarah Petty

How We Are Different

We Are Not a College or University. Not a Trade School.
No Grades. No Tests. No High School Diploma/GED Required.

1

We Prioritize Family First

You don't have to choose between your family and your photography business. Our courses are built so you can prioritize both.

2

Live Coaching & Interactive Assignments

We believe in guiding you through every step of the learning journey. Our communities are active, supportive and always ready to help. You're never alone in your journey.

3

Making Money & Making an Impact

We believe that success extends beyond just financial gain; It's also about making a positive impact. Last year, our students collectively earned over \$8 million and donated over \$250,000 to charities in their communities.

Why This Post-Holiday Plan Matters **Now**

If you're a portrait photographer, you know the truth.

November and December are joyful and exhausting.

- Holiday cards
- Busy ordering appointments
- Families wanting "just one more image"
- Late nights editing
- All the beautiful chaos
- All the things

Then suddenly... January arrives.

Everything gets quiet. Clients stop reaching out. The excitement slows down. And it can feel like there's nothing to look forward to.

But here's the good news:

January and February can spark your entire year. When you give clients a fun reason to do portraits, they get excited again. When you feel inspired, you take action. And imperfect action beats perfect inaction every time.

These 23 session ideas help you:

- Wake up your creativity
- Feel energized again
- Start warm, friendly conversations
- Grow your confidence
- Book sessions in the slowest months of the year

You don't have to wait for the busy season to feel momentum. You can create it now.

How to Use This Guide

Each idea in this guide gives you two important pieces to help you start warm conversations with clients.

1. How to Open the Conversation (O)

This is the friendly nudge... the “I noticed this about you” moment. It’s a gentle way to connect without feeling awkward or salesy.

2. How to Paint the Picture (P)

This helps clients imagine what the finished image will feel like in their home. It’s not about the setup or the props. It’s about meaning, emotion and the joy it brings to their walls.

These two pieces alone will help you start conversations with more confidence and ease.

Let’s dive in 🧡



23 Session Ideas

Idea 1: National **Cuddle Up** Day, January 6

- Create a set with a big cozy bed
- Have big white comforters and textured neutral blankets and pillows
- Consider buying 1-2 cheap feather pillows for each session you book, at the end of the session precut one end of the pillow and have the subjects swing the pillows around
- Perfect session for families, couples, and pets
- Encourage families to bring their own special quilts, blankets, stuffed animals

Open the Conversation (O)

"Has your family ever had a really fun memorable session? I've had a really fun idea for a while for a family/kid that likes to be wild and really get into this messy idea. January 6 is National Cuddle Up Day, and I have a plan to.....(*explain plan*)"

Paint the Picture (P)

"Instead of staged stuffy traditional portraits, I feel like your family would like something more emotional but fun. I'm sure your kids come sneak in your bed at night still? Mine did at that age. But then one day they just stop! Wouldn't a snuggly session be so precious. THEN I have this wild idea at the end - You all JUMP UP on the bed with cut open feather pillows. We could even keep the cut open pillows a secret from the kids so it's a real surprise. Wouldn't they love that experience?"



Idea 2: National **Bubble Bath** Day, January 8

- Take fun creative bubble bath portraits of kids, kids and pets, or of women for boudoir sessions
- Black and white classic looking images
- If you don't have access to a cool bathroom and tub, you could rent a room at a Bed and Breakfast or Airbnb

O

"Did I just see on Facebook you completed your bathroom remodel? It's so gorgeous. I love that you kept your vintage clawfoot tub. It reminded me of an idea I've had for so long that I think would be perfect for you."

P

Boudoir - "January 8 is National Bubble Bath Day. I could see some really artistic black and white gorgeous portraits of you in the clawfoot tub with mountains of bubbles all around you. Such a fun way to decorate the bathroom with artistic portraits but even better because they're of you! How great would it feel to see yourself every morning as a literal piece of art. That would certainly start my day in a more positive way!"

Kids - "Do your kids like the new bathroom? January 8 is National Bubble Bath Day and I've had an idea to create portraits of siblings in a bathtub that's overflowing with bubbles. I could see them splashing and having so much fun. Wouldn't that make for an adorable canvas to hang in there? That's something that you would just grow to love as they get older."

Pets - "Your dog has the most expressive face. Does he like taking a bath? I could just see him in that fancy bathtub full of bubbles. Perfect personalized art for the space that no one else would have and would make you smile every morning."

Idea 3: National **Law Enforcement Appreciation** Day, January 9

- Sessions honoring law enforcement officers and their families
- Could be themed with the officer in uniform or some of both
- Include K9 officers
- Use their police vehicle with cool lighting and smoke flares for an edgy look, create portraits at dusk and have the lights on the vehicle going

O

"Is your spouse/partner in law enforcement? Thank you to them and your family for their service. I'm sure there are ups and downs to this career path. I actually have an idea for a project that I'm wondering if you would give me feedback on!"

P

"I'm sure that line of work has triumphant days and tough ones too. I've actually had an idea for families like yours that I've been wanting to do for January 9's Law Enforcement Appreciation Day. Imagine when you're home and thinking of them at work if you and the kids had a wall portrait of your family with them looking like the hero they are, as a protector. That would give me a lot of comfort I know and remind me they're strong and capable. I'm sure your kids would love seeing their parent looking cooler than any Marvel superhero!"



Idea 4: National **Houseplant Appreciation** Day, January 10

Sessions in homes with lots of houseplants, inside a local botanical garden building or greenhouse nursery



Idea 5: National **Step in a Puddle and Splash Your Friends** Day, January 11

Sessions of kids in rain boots and coats splashing in puddles



Note: For these session ideas, you'll create your own O (Open the Conversation) and P (Paint the Picture).

Idea 6: National **Dress Up Your Pet** Day, January 14

- Sessions featuring pets of any kind dressed up
- Could be super formal or more whimsical
- Could include owners and family
- Could be enhanced digitally to create more elaborate scenes with the pet, like the recent trend of generic pet art (dogs looking like a king or cowboy art you can buy)

O

"OMGosh I love that your dog has a jacket and little booties on! What a character they are! Do you have a lot of outfits for her? Did you start dressing her as a puppy for her to like it? Tell me everything it's sooo cute."

P

"I love the posts I see on social about *[insert pet name]*. Her outfits are so adorable! You're the best pet owner! Did you know that January 14 is National Dress Up Your Pet Day? I can see a really fun styled session for your dog. Like if your dog was Carrie Bradshaw in *Sex and the City*! We could set up a little clothing rack or a runway like a model. That would be such a conversation piece of art in your home!"



* **Idea 7: National **Hat** Day, January 15**

Sessions for hat collectors and lovers



* **Idea 8: National **Polka Dot** Day, January 22**

Sessions for people who love to wear polka dots



* **Idea 9: National **Spouses** Day, January 26**

Sessions celebrating spouses

* **Note:** For these session ideas, you'll create your own O (Open the Conversation) and P (Paint the Picture).

Idea 10: National **Women Physicians** Day, February 3

- Empowerment portraits and business portraits of women physicians
- Aspirational portraits of girls who want to grow up to be doctors
- Could be cool juxtaposition type images of women in formal wear with a stethoscope or their white jacket on over a ball gown, instead of a designer bag they have an old fashioned doctor kit, holding medical instruments

O

"Thank you for being a woman in the medical profession. It doesn't seem that long ago that it was rare to see, it's really inspiring to see so many females in the field now. Was there something that inspired you to go into medicine?"

P

"Wow, that's a beautiful story. Did you know that February 3 is Women Physicians' Day? I have an idea for a project I would like to do that celebrates the bravery of women who went through so many years of tough schooling and went into male-dominated environments and are thriving. I think portraits showing you and other women doctors as the gorgeous life-saving heroes you are would inspire the next generation of girls."

Idea 11: **Girls and Women in Sports** Day, February 7

- Empowerment sessions for female athletes of all ages
- Could be really stylized with cool lighting, think Sports Illustrated magazine

O

"Is that your daughter, #8? She's crushing it out there today! Has basketball been her main sport? In fact, you're tall too, did you play?"

P

"I love that you come from a family of athletic women. Did you know February 7 is Girls and Women in Sports Day? I've had the idea to have sessions to celebrate it and I could see a multi-generational portrait with you, your daughter and your mom who was on her high school's first basketball team. What an amazing story and a legacy for your family! That would be so original and the focal point artwork of your home. Your daughter seems like a confident player but seeing her on the wall in a portrait being part of the legacy, gosh it makes me a little emotional and it's not even my family!"



* **Idea 12: Superbowl Sunday, February 8**

Sports fanatic sessions



* **Idea 13: National Umbrella Day, February 10**

Clear umbrella and puddle splashing in cute rain boots



* **Note:** For these session ideas, you'll create your own O (Open the Conversation) and P (Paint the Picture).



Idea 14: Galentine's Day, February 13

Best friends sessions for girls and women, partner with women-centered businesses and charities



Idea 15: Valentine's Day, February 14

Sessions celebrating love



Idea 16: President's Day, February 16

Sessions for kids who want to be president one day, recreate historical Presidential portraits, kids with Presidential names (Kennedy, Reagan, Barack), red, white and blue themed sessions



Idea 17: Random Acts of Kindness Day, February 17

Could you do any sessions that day for free to get publicity? "Holding four sessions today for divorcees, caregivers, nurses, kids with cancer, etc."



Idea 18: National Eyelash Day, February 19

Partner with your local lash studio to hang displays or create portraits of women you've created portraits of after getting their lashes done



Idea 19: National Love Your Pet Day, February 20

Pet sessions, partner with local pet adoption group



Note: For these session ideas, you'll create your own O (Open the Conversation) and P (Paint the Picture).

* **Idea 20: Tell a Fairytale Day, February 26**

Dress up as favorite characters

* **Idea 21: Polar Bear Day, February 27**

Polar bear hats, teddy bears, snuggled up, fake or real snow

Idea 22: National Tooth Fairy Day, February 28

- Bring in kiddos who lost a tooth this month.
- Close up portraits with simple backgrounds focusing on kids smiling, laughing and showing off their gapped teeth

O

"Your son's smile is making my day. Did he just lose his two front baby teeth? He's going to look like a big kid soon when the adult teeth come in, are you ready for that mom!?"

P

"Randomly it's National Tooth Fairy Day on February 28 and I've had a fun idea to celebrate kiddos at this stage. I have a funny tooth fairy outfit I'm going to wear and have kids come in for close up portraits of them being really expressive where we see they have missing teeth. Losing your baby teeth is a rite of passage and I know some kiddos feel a little self-conscious about it, I know my son did. But having a huge portrait of them on the wall at this stage is such a fun and unexpected way to make them feel confident and give you a piece of art that people will smile right back at every time they see it."



* **Note:** For these session ideas, you'll create your own O (Open the Conversation) and P (Paint the Picture).



Idea 23: National **Floral Design** Day, February 28

Session with elaborate floral sets, partner with a local florist



Note: For this session idea, you'll create your own O (Open the Conversation) and P (Paint the Picture).

How to **Turn** These Ideas into Bookings

You now have 23 fun, meaningful portrait ideas to spark your creativity and get clients excited again.

But here's the truth every portrait photographer learns...

Ideas don't book sessions. Conversations do.

You've already started doing the first two parts beautifully:

- You learned how to open a warm, friendly conversation
- You learned how to paint the picture of what the finished artwork could feel like

These two steps alone will help you connect with clients in a deeper way.

But there's an extra layer that makes booking feel natural and I can't wait to show that to you LIVE.

You'll:

- Know what to say next without feeling awkward
- Move the conversation forward with heart, not pressure

Copy our Proven System in a FREE 5 Day Workshop:

Join us for the



Sign me up for the FREE 5-Day Booking Boost