

10 Things to Do Before Busy Season

A practical checklist to help you prepare for the weeks ahead.

We've brought together 10 things to review before busy season begins, along with a simple 4-week plan to help you work through them.

Save it, print it, and check things off as you go.

Your Busy Season Checklist

1. Refresh your portfolio

Make sure the work you want to book this season is the work people see first.

- ☐ Update your portfolio galleries
- ☐ Add or update your seasonal session page

2. Review your pricing and packages

Check that your pricing is up to date and your packages are clear and easy for clients to understand.

- ☐ Review your price list
- ☐ Confirm your seasonal packages

3. Reach out to past clients

Let previous clients know your upcoming dates before you start promoting them more widely.

- ☐ Send an early-booking email to past clients

4. Make referrals easy

Give happy clients a simple reason to recommend you to friends and family.

- ☐ Decide on a referral offer
- ☐ Include it in your client communications

5. Plan your mini sessions

Choose your dates and session types early, and have 1 booking link ready to share.

- ☐ Choose your dates and themes
- ☐ Create your booking link

6. Make it easy for clients to book

Let clients see your availability, choose a time, and book without the back-and-forth.

- ☐ Turn on online scheduling
- ☐ Connect your calendar

7. Set up deposits or prepayments

Decide what clients need to pay when they book, so everything is clear from the start.

- ☐ Set your deposit or prepayment requirement

8. Set up your reminders

Put confirmations and session reminders in place now, so you don't have to send them manually later.

- ☐ Set up automated reminders
- ☐ Review your cancellation and rescheduling policy

9. Create a waitlist

A waitlist gives you people to contact if a date fills up, a client cancels, or you decide to add more sessions.

- ☐ Add a waitlist option
- ☐ Give your waitlist first access to new dates

10. Prepare your galleries

Set up your gallery templates and delivery settings before the season gets busy.

- ☐ Create or review your gallery template
- ☐ Check your delivery and download settings

Your 4-Week Plan

Work through the checklist in order, one week at a time.

Week	Focus	Action	Check
Week 1	Prepare	Portfolio, pricing, and packages	
Week 2	Open bookings	Mini sessions, scheduling, and deposits	
Week 3	Reach out	Past clients and referrals	
Week 4	Final checks	Waitlist, reminders, and galleries	

That's it. 10 things to check now, and a little less to keep track of later.