

Seasonal & Demand Pricing

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a seasonal/demand pricing approach — premium pricing for peak wedding dates and auspicious muhurats, off-season and weekday offers, and early-bird booking incentives — so you maximise revenue in peak and fill the lean season. Use it to plan seasonal pricing. For packages use the Package Price Optimization tool.

Purpose of this tool & output

Price higher in peak, fill the lean season

How the output is used

Use it to price higher in peak and fill the lean season — a seasonal and demand pricing approach for wedding and off seasons.

Important cautions

Charge more for high-demand peak wedding dates and popular muhurats (demand exceeds supply), and use off-season offers plus portrait/commercial work to fill lean months; early-bird incentives lock in bookings ahead of the rush.

Companion documents

- Pricing Model
- Quotation & Proposal Builder
- Project Cost Calculator
- Value-Based Pricing Strategy
- Price Negotiation & Objection Handling
- Package Price Optimization

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.