

Photography Business Starter Kit

A practical PDF for aspiring professional photographers defining a niche, starter offer, pricing, client workflow, marketing habits, and a 30-day action plan.

VT Photo Workplace | vphotoworkplace.com/guides/photography-business-starter-kit-pdf

STARTER RULE	Start with one specific offer for one specific client type. A simple business that can be quoted, booked, delivered, and repeated beats a vague portfolio with no next step.
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1. Business foundation worksheet

Starting niche		Ideal client	
Main shoot type		City / service area	
Weekly availability		Monthly income target	
Portfolio gap		First 3 lead sources	
Backup gear plan		Next milestone date	

2. Paid-work readiness check

Question	Decision to make	Status
What am I selling first?	Choose one starter offer, not every service.	[]
Who is it for?	Name the buyer, use case, and problem.	[]
What proof do I have?	Create samples that match the paid offer.	[]
How will I quote it?	Define price range, deposit, usage, and extras.	[]
How will I deliver it?	Set timeline, file format, proofing, and revision rules.	[]

3. Starter offer planner

Offer part	Write your first version	Done
Package name	Example: Solo headshot session, starter product set, family mini session.	[]
Included time	Session length, setup time, image review, and delivery window.	[]
Final files	Number of edited images, crop formats, proofing options.	[]
Usage	Personal, website, social, press, commercial, internal, advertising.	[]
Price range	Base fee, deposit, balance due, payment method, tax notes.	[]
Boundaries	What costs extra: travel, studio, rush, extra edits, licensing.	[]

4. Pricing and add-on prompts

Line item	Prompt	Amount
Base session	Time, creative prep, shoot day, basic delivery.	
Studio / location	Rental, permits, parking, travel, assistant.	
Retouching	Included edits plus additional image price.	
Usage license	Commercial, advertising, territory, duration.	
Rush delivery	Short deadline or weekend turnaround.	
Prints / exports	Print files, albums, extra crops, archive retrieval.	

5. Client workflow checklist

<input type="checkbox"/>	Inquiry captured with client contact, goal, date, location, budget, deliverables, and deadline.
<input type="checkbox"/>	Quote sent with session scope, price, usage, deposit, timeline, and what is not included.
<input type="checkbox"/>	Booking confirmed only after contract, deposit, client details, and prep expectations are clear.
<input type="checkbox"/>	Shoot plan saved with shot list, gear list, location notes, backup plan, and client communication.
<input type="checkbox"/>	Files backed up, selects tracked, edits delivered, invoice closed, and follow-up scheduled.

6. Basic business admin tracker

Area	Set this up before paid work	
Money	Invoice tool, payment method, deposit rule, expense tracking.	<input type="checkbox"/>
Paperwork	Contract, model release, property release, cancellation terms.	<input type="checkbox"/>
Records	Client folder system, file naming, archive date, backup storage.	<input type="checkbox"/>
Risk	Gear backup, liability questions, location rules, insurance research.	<input type="checkbox"/>
Brand	Simple portfolio page, email signature, proof examples, contact form.	<input type="checkbox"/>
Support	Local legal, tax, and insurance professionals where needed.	<input type="checkbox"/>
IMPORTANT	This starter kit is a planning tool, not legal or tax advice. Use qualified local professionals for contracts, licenses, taxes, insurance, and liability questions.	

7. Portfolio and marketing plan

Focus	Action this week	Done
Portfolio proof	Create 6 to 12 examples that match the offer you want to sell.	[]
Client story	Write what the shoot solves and who it is for in plain language.	[]
Outreach	Contact warm leads, local businesses, past collaborators, or communities.	[]
Social proof	Ask for testimonials, behind-the-scenes notes, or portfolio permission.	[]
Referral path	Write a simple follow-up message after every completed delivery.	[]
Learning	Pick one weak area to practice each week: lighting, posing, editing, sales.	[]

8. Weekly lead tracker

Week	Lead source	Actions	Result
1	Warm network	Message 10 people with the exact offer.	
2	Local outreach	Contact 5 businesses or creators with relevant samples.	
3	Portfolio update	Publish one case study or before/after breakdown.	
4	Referral follow-up	Ask past clients or collaborators for one introduction.	

9. 30-day starter plan

Days	Main outcome	Actions
1-7	Choose the offer	Pick niche, client type, deliverables, usage, price range, and sample gaps.
8-14	Build proof	Shoot or curate portfolio examples that show the exact work you want to sell.
15-21	Prepare systems	Set up quote, invoice, contract, booking form, folder structure, and delivery checklist.
22-30	Find leads	Send outreach, ask for referrals, publish proof, book discovery calls, and track responses.

10. First paid shoot debrief

What sold?		What confused the client?	
What took too long?		What should cost extra?	
What template is missing?		What will I improve next?	

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