

# Photography Pricing Worksheet

A practical PDF for estimating creative fees, time, hard costs, usage, add-ons, payment terms, and profit before sending a client quote.

VT Photo Workplace | [vphotoworkplace.com/guides/photography-pricing-worksheet-pdf](http://vphotoworkplace.com/guides/photography-pricing-worksheet-pdf)

<b>PRICING RULE</b>	Do not price only the hours with a camera. Count prep, travel, setup, editing, admin, delivery, hard costs, usage value, overhead, and profit before sending a quote.
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## 1. Pricing foundation

Shoot type		Client type	
Primary usage		Final image count	
Delivery deadline		Approval owner	
Location / studio		Revision limit	
Deposit rule		Minimum fee	

## 2. Quote assumptions

Question	Why it affects price	Done
Where will images be used?	Usage scope changes commercial value.	<input type="checkbox"/>
How many final files?	Final count drives culling, editing, and delivery.	<input type="checkbox"/>
How fast is delivery?	Rush deadlines reduce schedule flexibility.	<input type="checkbox"/>
Who approves edits?	Multiple reviewers can increase revision time.	<input type="checkbox"/>
What costs are external?	Studio, travel, props, permits, and assistants must be covered.	<input type="checkbox"/>

### 3. Time estimate worksheet

Work stage	What to include	Hours
Inquiry and quote	Client call, estimate, proposal, revisions to scope.	
Creative prep	Moodboard, shot list, location, styling, client prep.	
Travel and setup	Transport, load-in, lighting, tether, test frames.	
Shoot time	Booked session time plus buffer or overtime risk.	
Culling	Import, backup, selects, client proof gallery.	
Editing	Retouching, color, crops, exports, revision pass.	
Admin and delivery	Invoice, files, usage notes, archive, follow-up.	

### 4. Hard cost worksheet

Cost item	Examples	Amount
Studio / location	Rental, permits, cleaning, overtime risk.	
Travel	Mileage, parking, rideshare, lodging, meals.	
Team	Assistant, makeup, stylist, producer, retoucher.	
Production	Props, wardrobe, backgrounds, product prep.	
Software / delivery	Gallery, storage, transaction, print vendor.	
Contingency	Small buffer for unexpected production needs.	

## 5. Fee builder

Line item	How to think about it	Price
Creative fee	Your skill, prep, shoot time, editing time, overhead, and profit.	
Hard costs	Studio, travel, assistant, props, permits, delivery, transaction fees.	
Usage license	Client value based on channel, duration, territory, exclusivity.	
Retouching add-ons	Extra images, advanced edits, product cleanup, compositing.	
Rush fee	Short deadline, weekend delivery, priority editing.	
Total quote	Base fee plus costs, usage, add-ons, taxes, and terms.	

## 6. Usage and licensing prompts

Usage factor	Prompt	
Channel	Personal, website, social, press, ads, packaging, internal.	[ ]
Duration	One month, one year, multi-year, perpetual.	[ ]
Territory	Local, national, regional, worldwide.	[ ]
Exclusivity	Can you license or show similar work elsewhere?	[ ]
Transfer limits	Who may use the images besides the paying client?	[ ]
Portfolio rights	Can you publish the images after delivery?	[ ]

## 7. Package comparison worksheet

Package	Best for	Includes	Price
Starter	Simple session or portfolio client.	Short session, fewer finals, standard delivery.	
Standard	Most paid client shoots.	Clear prep, full session, core deliverables, standard usage.	
Premium	Commercial, rush, or higher-touch work.	More prep, more finals, add-ons, usage, priority delivery.	

## 8. Payment and terms tracker

Term	Decision	Done
Deposit	Amount, due date, refund rule, date hold rule.	<input type="checkbox"/>
Balance	Due before shoot, before delivery, or net terms.	<input type="checkbox"/>
Cancellation	Notice period, fee, rescheduling limit.	<input type="checkbox"/>
Overtime	Hourly rate, minimum increment, approval owner.	<input type="checkbox"/>
Revisions	Included rounds, extra retouching fee, deadline.	<input type="checkbox"/>
Usage	License scope, restrictions, and portfolio permission.	<input type="checkbox"/>

## 9. Final quote review

<input type="checkbox"/>	The quote names the shoot type, deliverables, usage, final file count, deadline, and approval owner.
<input type="checkbox"/>	Prep, travel, setup, shoot time, culling, editing, revisions, delivery, and admin time are included.
<input type="checkbox"/>	Studio rental, parking, travel, assistant, props, permits, transaction fees, and contingency are included where relevant.
<input type="checkbox"/>	Commercial usage, rush delivery, extra images, advanced retouching, and overtime are separated from the base fee.
<input type="checkbox"/>	Deposit, balance due, cancellation, rescheduling, revision, and delivery terms are written clearly.
<input type="checkbox"/>	The final number is above the minimum acceptable fee and leaves room for tax, overhead, and profit.

## 10. Post-quote debrief

<b>Client response</b>		<b>What was unclear?</b>	
<b>What was underpriced?</b>		<b>What sold easily?</b>	
<b>What should be an add-on?</b>		<b>Next price update</b>	

### REMINDER

This worksheet is a pricing planner, not tax, accounting, legal, or licensing advice. Use qualified local professionals for those decisions.

Related resources: [vphotoworkplace.com/tools](https://vphotoworkplace.com/tools), [vphotoworkplace.com/community](https://vphotoworkplace.com/community), [vphotoworkplace.com/webinars](https://vphotoworkplace.com/webinars), and [vphotoworkplace.com/studio-guides/photo-studio-rental-costs](https://vphotoworkplace.com/studio-guides/photo-studio-rental-costs)