

# 10 ESSENTIAL STEPS FOR STARTING A PHOTOGRAPHY BUSINESS

+ 30 ways to make money with your photography



I am so glad  
you are here!



I have been running my photography business for over 9 years! 9 years! I just think that is so cool :)

I truly believe that if you love photography you should be starting a photography business to create the life that you have always wanted to live and have ultimate freedom.

This is so incredibly close to home for me. You see, I did what ‘society’ tells you to do. I went to college, got my B.S. degree in Geomatics Engineering, got my corporate 9-5 job, climbed the ladder, only to realize what I knew all along...

I wanted to be a photographer.

My goal is to help you start your photography business, give you the confidence to know that you will succeed, and ultimately help you get away from your 9-5 day job to live the life you dream of living.

*Bess :)*

# Lets Dive In!

## 10 Essential Steps for Starting a Photography Business

- **Create a Business Plan:**
  - Develop a business plan outlining your goals, target market, marketing strategies, budget, pricing, and revenue projections. It's crucial for establishing a roadmap for your business.
- **Legal Considerations:**
  - Register your business and decide on its legal structure. Obtain the necessary permits, licenses, and insurance to protect your business and your clients.
- **Equipment and Software:**
  - Invest in quality photography equipment. This includes cameras, lenses, lighting, and editing software. Start with essential gear and upgrade as your business grows.
- **Define Your Niche:**
  - Determine your specialty or niche in photography. This could be portraits, weddings, landscapes, events, product photography, fashion, etc. Focusing on a specific niche can help you target the right audience and set yourself apart.
- **Build a Portfolio:**
  - Develop a strong portfolio showcasing your best work. This is crucial for attracting potential clients and demonstrating your skills and style.

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- **Set Pricing and Packages:**
    - Determine your pricing structure and packages.
  - **Create Website:**
    - Design a professional website that showcases your portfolio, services, contact information, and testimonials.
  - **Marketing:**
    - Develop a marketing strategy to reach your target audience. Utilize social media, create content, focus on SEO, collaborate with other businesses, attend events, and network to build connections.
  - **Set Up a Workflow and Create Contracts:**
    - Establish a streamlined workflow for client interaction, from initial inquiries to delivering the final product. Have clear contracts outlining the services provided, pricing, and terms to protect both you and the client.
  - **Client Relationships, Customer Service, Word of Mouth:**
    - Focus on building strong relationships with your clients. Provide excellent customer service and ensure a positive experience to encourage referrals and repeat business.

*Starting a photography business requires a combination of artistic talent, entrepreneurial spirit, and strategic planning. Consistency, dedication, and continuous improvement, and having FUN are key to long-term success.*

# 30 Ways To Make Money

## With Your Photography

- Wedding Photography
  - This is where you are going to make the most money for your time. Wedding photographers charge from \$1k-15k/wedding
- Portraits:
  - Senior Portraits
    - Senior portraits are super freaking fun! You get to hang out with a gorgeous senior who wants to have their photos taken! Depending on where you are located and what you offer in your packages the sessions can run from \$300-\$2k
  - Family Portraits
    - These are seriously some of my favorite sessions but can also be difficult depending on everyone's attitude. Family sessions have a wide range of pricing.
  - Newborn Portraits
  - Maternity Portraits
- Landscape Photography
  - This is one of the best photography gigs. Obviously I love it as it is one of my specialties. You can do so much with it, but the best part is selling your own landscape prints!
    - Other Ideas for making money here is:
      - Creating [workshops](#), Starting a [Youtube Channel](#), [Selling your prints](#), Winning photography contests, Starting a blog
- Travel Photographer
  - Who wouldn't love to get paid to travel? Well, you can definitely do that these days with all the social media and blogging opportunities.
- Animal photography
  - There aren't many people that are strictly animal photographers. This is where you could really niche down and become known for your pet portraits! How cool would that be? Start a business as a pet portrait photographer and get paid to hang out with puppies all day. Umm, sign me up!
- Instagram photography
  - There are two avenues here. You could create stock images for other Instagrammers, or you can become an Influencer
- Events:
  - Concerts: Everyone place needs to have an event photographer to show how awesome their event was right? I would just have to say for concerts you may need to wear some ear plugs ;)
  - Festivals: This goes along with concerts. Events need good images for advertising.
  - Seminars
- Night Life (think night clubs)
- Product Photography
- Fine Art Prints
- Print on Demand
- Sports Photography
  - If you are looking to get into sports photography on a large scale such as the NFL you might want to start with your local basket ball team, football team, and so on. This way you can start building your portfolio.
- Special Niches
  - Flowers only, cats only, dogs only, fruit only, macro photography, insects only.... honestly you would become known as the person who takes "XYZ" photos.



# 30 Ways To Make Money With Your Photography

- Real estate Photography
- Wildlife Photography
- Food Photography
- Product Photography
  - This is huge! Think of all the businesses around you that actually need photos for their advertising. I mean really though, there are a bajillion. What you would need to do is create a good presentation to be able to talk with the business and explain why you would be a good fit. You are going to have to reach out to them but don't do it in a spammy yucky way. You really gotta think about this one.
- Stock images
  - There are so many places to sell your stock images online. Many photographers frown on this idea, but many photographers make an incredibly good living doing so.
- Headshots
  - Again this goes with the product photography. Think of all the different businesses in your area that need to have good headshots. There are ALOT!
- Editing and Retouching
  - This is becoming bigger and bigger as the photography industry grows. Many photographers either do not like the editing process or just don't have the time to dedicate towards editing.
- Photography assistant and / or Second shooter
  - Wedding photographers are in dire need of assistants and second shooters. Get on a photography forum, in a facebook photography group and you will see all the opportunity here.
- Teaching Photography
  - Youtube channels, blogs, online courses... you can teach photography anywhere you don't have to be a teacher at a school to start teaching.
- News papers and magazines
- Workshops
  - You can host your own workshops to teach others how to take photos
- Selling your images on your own website
- Photography Blogger
- Freelance Photography
  - take on assignments for local newspapers, magazines, businesses, or websites
- Local Art and Craft Fairs
  - I personally love this. I would go to craft fairs with my mom, have our booth, and sell my photos. It is so much fun
- Photography prints for businesses
  - Sell your prints to local businesses for decor
- Photography Exhibitions
  - Showcase your work in local galleries and sell prints to art enthusiasts.

# Bessie Young Photography's Master Class

## The Art and Business of Photography: Creating Freedom From Your Passion

Starting a photography business can be scary. There is so much to know and so much to learn, but let me tell you it is incredibly rewarding and will create the freedom you have always wanted.

This cheat sheet lines out what you need to do to start a photography business; however, there is so much more within each step.

It took me years to figure out everything and to feel confident with my business. I want to help you start your business and help you learn from my mistakes so you don't have to take years in order to quit your day job or feel confident that everything is going to work out!

In my master class I will be helping you with exactly that! I will walk you through all the steps to starting your photography business from creating your business, finding the right equipment, learning camera settings, setting up your website, creating social media accounts, starting to build your portfolio and SO MUCH MORE! We will dive into branding, and standing out amongst the crowd, finding confidence, and the list goes on and on.

So what are you waiting for? Let's do this!!!!