

PHOTOGRAPHY BUSINESS QUICK-START CHECKLIST

Getting Started

- Conduct niche research
- Choose business name
- Design customer experience
- Prepare contract templates

Pricing

- Work out cost of doing business
- Research local pricing
- Choose pricing model
- Set packages and prices

Portfolio Development

- Decide on albums (1 per style)
- Collect 10 great photos for each
- Prepare images for web
- Improve portfolio diversity with TFP

Website Creation

- Purchase domain name
- Set up Wordpress or Squarespace
- Install SEO plugin
- Create custom email address

Pages

- Homepage
- About
- Services
- Portfolio
- Contact
- Testimonials
- FAQ's
- Press and awards

Marketing

- Set up Yelp / Google listings
- Contact clients for testimonials
- Conduct SEO research
- Write your first 10 blog posts
- Write 5 guest posts for backlinks
- Pitch posts to large sites in your niche
- Deliver email marketing
- Build lead gen forms on your website

Social Media

- Build Instagram account
- Build Facebook account
- Research hashtags in your niche
- Schedule first 30 posts on each