Photography Planner

Photo Shot List

| MAIN PHOTOS | ADDITIONAL SHOTS | CLIENT REQUESTS |
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Mini-Session Planner

Mini-sessions are little samples of your work. These type of sessions are a low-risk way for clients to try you out.

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| PACKAGE DETAILS | | |
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Mini-Session Day Planner

| DATE: | START | TIME: | | |
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| CLIENT: | LOCATION: | | | |
| SESSION DETAILS + PACKAGE | | TIME: | | |
| | | PRICE: | | |
| CLIENT: | LOCATION: | | | |
| SESSION DETAILS + PACKAGE | | TIME: | | |
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| | | PRICE: | | |
| CLIENT: | LOCATION: | | | |
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Mini-Session Schedule

| DATE | : | START TIME: | | | | | | |
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Mini-session Promo Checklist

Mini-sessions can be very profitable! Here are some things you can do to organize one.

PROMO PLAN

| Create a beautiful promotional invitation. Make sure your invitation, promo materials and event branding are cohesive. Let your designs be on-point towards the client you want to attract. Your designs should follow a theme and be consistent - social media posts, price lists, etc. Low budget-looking designs | Map out a promo plan + timeline to follow. Find out where your target audience is, where they can be reached, and when. Write a few snippets of good copy for your social media posts which you can copy and paste when you need them. Be sure to inform your partner/s about the timeline so that they can have their promo plan in place, too. | Find out what your ideal clients are looking for. Phone clients who want to book or ask them in-person at the shoot what they need. Chat with booked clients beforehand so they know what to expect - what to wear, schedule, etc. Follow up the day before the mini-session to confirm with your clients. |
|---|---|--|
| will attract clients looking for a bargain, so make sure your designs are professional. | If you already have a few clients, offer the mini-session to them, too. Perhaps with a | STRATEGY |
| PROMO PARTNERS | coupon! Think about doing paid promotions on various social media channels. | Make sure your promotion creates urgency. Having a time limit or limited |
| Partner up with someone who has the same target audience as you. Partners can be another local business such as a makeup artist, another photographer, etc. You can also include a charity as your partner. Get creative! You can partner up with so many businesses. If you're doing a Christmas | Ask friends and family to share you mini-session promo content on their social channels, too. Make sure your promo plan is executed at the right time! Give clients time to book, more people to notice your mini-session event, and allow time for social sharing. Don't market too soon, otherwise people will forget. | availability will torce more people to book. You can also limit the number of available spaces for booked clients - make sure to leave some space in your schedule for walk-ins, too. Offer mini-session level pricing and products. Don't overwhelm your customers with too many choices of deliverables. Let them choose between two or three items, maximum - i.e. a wall print, an |
| session for kids, a kids clothing store is a good fit. | DOOKING | animated video, or an acrylic plate. |
| Make sure your partnership pitch is professional and clear to your target partner. Draft a pitch beforehand. Don't be afraid to reach out to businesses with large followings and a big customer base! Make a list of these ones, too. List of potential partners | BOOKING Book clients in advance and and require a credit card deposit to hold their spot. Simply doing a studio setup and waiting for passers-by to book a session will result in poor results. But once people see others taking part (your already-booked clients), they are more likely to book, too. | NOTES |
| | REFLECTION | |
| | What worked? | |
| | What didn't? | |

Full-Day Session Planner

| DATE: | LOCATION: | |
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| CLIENT: | STA | ART TIME: |
| PACKAGE DETAILS | | |
| | PRICE: | PAID |
| 4AM 5 6 7 8 9 10 11 12PM 1 2 3 4 5 6 7 8 9 10 11 11 12AM | | NOTES |

Client Session Timeline

| CLIENT: | PACKAGE: | |
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| SESSION DATE: | FINAL DUE DATE: | |
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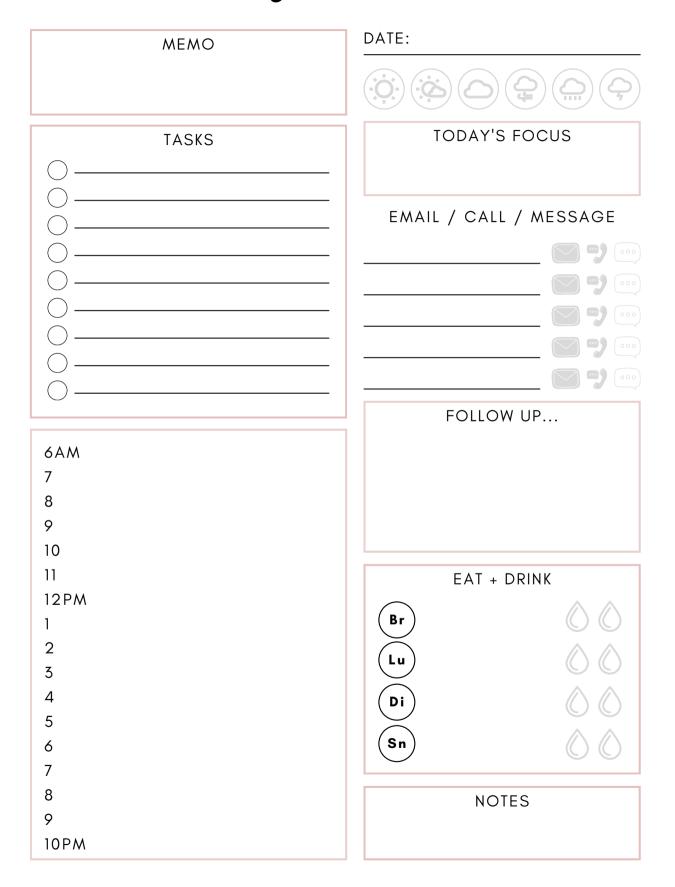
Locations

| LOCATION: | | DISTANCE FROM OFFICE: | | | | | | |
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| LOCATION: | | DISTANCE FROM OFFICE: | | | | | | |
| | FAVORITE FEATURES | | PERFECT FOR | | | | | |
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Location Scouting

| CLIENT: | AREA: |
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| MINI-SESSION FULL DAY SESS BOOKING FEE BUDGET: | NON MULTIPLE SESSIONS PACKAGE: |
| SESSION THEME + DETAILS POTENTIAL LOCATIONS | 4AM 5 6 7 8 9 10 11 12PM 1 2 3 4 5 6 7 8 9 10 11 11 12AM |
| | NOTES |

Daily Planner



Weekly Planner

WEEK #: DATES: MONDAY **TUESDAY** WEDNESDAY **NOTES THURSDAY FRIDAY** WORKFLOW MTWTFSS _____000000 _____000000 _____000000 SATURDAY _____ _____ _____000000 SUNDAY **IMPORTANT**

Monthly Planner

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2-Month Planner

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4-Month Planner

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Annual Overview

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Client Workflow

| | INFO SENT IST MEETING QUESTIONNAIRE | WELCOME PACK BOOK SESSION | EPOSIT | ROBE | PROPS | SEND REMINDER | FINAL PAYMENT | RECEIPT SENT | BACKUP PHOTOS | CULL IMAGES | SNEAK PEAK EDITING | UPLOAD GALLERY | RY SENT | PRINTS ORDERED | FAREWELL PACK | | |
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Marketing Workflow

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Editing Workflow DATE:

| FRAMING SET | | | | | | | | | | | | |
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| STRAIGHTEN CROP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| WHITE BALANCE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| EXPOSURE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CONTRAST LEVELS CURVES CLARITY | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 | 0 0 0 |
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| LOCAL SHARPENING | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| NOISE REDUCTION | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| LENS CORRECTIONS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| FINAL FRAMING ROTATE CROP | 0 | 0 | | 0 | | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| REFINEMENTS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| FINAL SHARPENING | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| RESIZING | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Time Log

MONTH:

| DATE | TASK | START TIME | END TIME | TOTAL TIME |
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Equipment List

| MUST HAVES | ADDITIONAL THINGS |
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| FILTERS | LENS CLEANER |
| TRIPOD | CAMERA BAG |
| CAMERA STRAPS | EXTRA LENSES |
| OCOLOR CORRECTION CARD | EXTRA LENS CAPS |
| FLASH | EXTRA BATTERIES (CHARGED) |
| LENSES | MEMORY CARDS |
| REFLECTORS | MEMORY CARD HOLDERS |
| LIGHT KIT | O PORTABLE HARD DRIVES |
| STUDIO BACKDROP | SPEEDLIGHT |
| PROPS | PHOTO PRINTER |
| MONITOR | |
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Equipment List

| BUY THESE FIRST | BUDGET | | |
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Equipment

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Income & Expenses YEAR/MONTH:

| FIXE | D EXPENSES | | VAR | IABL | E EXPENSI | s — |
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| ITEM | BUDGETED | ACTUAL | ITEM | | BUDGETED | ACTUAL |
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| ITEM | BUDGETED | ACTUAL | INCOME | <u> </u> | | |
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| | | | SAVING | S | | |
| | | | DEBT | | | |
| | | | TOTAL | | | |

Budget Breakdown

MONTH: YEAR: **BUDGETED AMOUNT: ACCOUNTS** MARKETING DATE DESCRIPTION TOTAL DATE DESCRIPTION TOTAL DATE DESCRIPTION TOTAL **TOTAL TOTAL** PERSONAL EXPENSES SUBSCRIPTIONS DATE DESCRIPTION TOTAL DATE DESCRIPTION TOTAL **TOTAL LEGALITIES** DATE DESCRIPTION TOTAL TOTAL **EQUIPMENT** DATE DESCRIPTION TOTAL **TOTAL BUSINESS EXPENSES** DATE DESCRIPTION TOTAL TOTAL **MISCELLANEOUS** DATE DESCRIPTION TOTAL **TOTAL TOTAL EDUCATION + TRAINING** DATE DESCRIPTION TOTAL INCOME **EXPENSES**

TOTAL

TOTAL

SAVINGS

TOTAL

Accounts & Subscriptions

| ACCOUNT | COST | MONTHLY /ANNUAL M A | USERNAME | P/WORD |
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Goal Planning

| GOAL | REASON | FOR THIS GOAL | |
|--------------------------------------|------------------|---------------|------|
| START DATE: | DUE: | | |
| BREAK YOU | JR GOAL DOWN INT | O STEPS | |
| ACT | IONABLE STEP | DUE | DONE |
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| REFLECTION WHAT WORKED? WHAT DIDN'T? | NEXT GOAL | NOTES + IDE | AS |

Project Planning

DATE STARTED: DUE: PROJECT NAME:

| ACTION / STEP / GOAL | ASSIGNED | DUE | √ |
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| TIMELINE | | | PROJECT COMPLETED |
|----------|-------------|-----------|-------------------|
| DUE DATE | MONTHS LEFT | DAYS LEFT | |
| | | | EXTENDED DATE |
| | | | ADDITIONAL TIME |
| | | | FEEDBACK |

To-Do List

NOTES

Branding

BUSINESS NAME:

| VAL | UES | | VISIO | VISION STATEMENT | |
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| | | FONT NA | ME: | | |
| | | | the five bo | xing wizards jump | quickly |
| NOTES | | | | | |
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Marketing Planner

| CAMPAIGN NAME: | DAIE: |
|----------------|-----------|
| BUDGET: | DURATION: |
| PLATFORM | CONTENT |
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| CHECKLIST | RESULTS |
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Annual Financial Overview

| YEAR: | GOALS | | | |
|-----------------------------|---------|----------|----------------|-----------------------|
| TOTAL INCOME: | TOTAL E | XPENSES: | TOTAL SAVINGS: | |
| | INCOME | EXPENSES | PROFIT/LOSS | TREND |
| JANUARY | | | | $\bigoplus \bigoplus$ |
| FEBRUARY | | | | $\bigoplus \bigoplus$ |
| MARCH | | | | $\bigoplus \bigoplus$ |
| APRIL | | | | $\bigoplus \bigoplus$ |
| MAY | | | | $\bigoplus \bigoplus$ |
| JUNE | | | | $\bigoplus \bigoplus$ |
| JULY | | | | $\bigoplus \bigoplus$ |
| AUGUST | | | | $\bigoplus \bigoplus$ |
| SEPTEMBER | | | | $\bigoplus \bigoplus$ |
| OCTOBER | | | | $\bigoplus \bigoplus$ |
| NOVEMBER | | | | $\bigoplus \bigoplus$ |
| DECEMBER | | | | $\bigoplus \bigoplus$ |
| BEST MONTH/S | | | NOTES | |
| WORST MONTH/S | | | | |
| NEXT YEAR'S FINANCIAL GOALS | | PALS | | |

Tax Deductions

| MONTH: | | | YEAR: | | | | |
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| DATE | DESCRIPTION | LOCATION | CATEGORY | AMT. | FILEC | | |
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Website Planner

URL: COST: PROVIDER: **USERNAME:** PASSWORD: COST: PROVIDER: **USERNAME:** PASSWORD: MAIN PAGES FIRST BLOG POSTS **DESIGN NOTES** NAME: EMAIL:

Props Inventory

| ITEM | QTY. | USED WHEN | NOTES |
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Client List

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Inquiry List

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Photography Team Worksheet

| DATE: | PROJEC | ST/SESSION: | | |
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| LOCATION: | | | | TIME: |
| NAME | Т. | ASK/S | | CONTACT NUMBER |
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Assistant

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| CONTACT DETAILS: | | | | | |
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| TASK LIST | | TRAI | NING NO | OTES | |
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Function Sheet

DATE: **EVENT:** SHOTS TO TAKE NOTES SHOTS TO TAKE NOTES SHOTS TO TAKE NOTES NOTES SHOTS TO TAKE NOTES SHOTS TO TAKE SHOTS TO TAKE NOTES SHOTS TO TAKE NOTES

Giveaway Planner

| GIVEAWAY PRIZE: | |
|----------------------|---------------------------------|
| LAUNCH DATE: | CUT-OFF DATE: |
| SHARE: (1) (1) (1) | |
| SPONSORED | GIVEAWAY DESCRIPTION |
| YES NO | |
| DETAILS | |
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| RULES | NOTES |
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| DATE OF WINNER ANNOL | UNCEMENT: |
| WEEKLY PROMOTION | WINNER DETAILS |
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Reminders to Send MONTH:

| CLIENT/SUPPLIER NAME | REMINDER |
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Trusted Suppliers List

| NAME/COMPANY | SERVICE/S | CONTACT # | BUDGET RANGE |
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Package Prices

YEAR:

| PACKAGE | DESCRIPTION | PRICE |
|---------|-------------|-------|
| PACKAGE | DESCRIPTION | PRICE |
| PACKAGE | DESCRIPTION | PRICE |
| PACKAGE | DESCRIPTION | PRICE |

Product Prices

YEAR:

| PRODUCT | DESCRIPTION | PRICE |
|---------|-------------|-------|
| PRODUCT | DESCRIPTION | PRICE |

Session Tracker

| MONTH: | | | YEA | R: |
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Email Campaigns

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Passwords

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| PASSWORD: | PASSWORD: |
| LAST CHANGED: | LAST CHANGED: |
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