

Photography Planner

Photo Shot List

SESSION TYPE:

DURATION:

MAIN PHOTOS

ADDITIONAL SHOTS

CLIENT REQUESTS

<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
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<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
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<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____

NOTES

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.

CLIENT: _____ PAID

DATE: _____ TIME: _____ DURATION: _____

PACKAGE DETAILS

PRICE:

LOCATION DETAILS: _____

CHECKLIST

- _____
- _____
- _____
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- _____

SESSION DETAILS

NOTES

Mini-Session Day Planner

DATE:

START TIME:

CLIENT:

LOCATION:

SESSION DETAILS + PACKAGE

TIME:

PRICE:

PAID

CLIENT:

LOCATION:

SESSION DETAILS + PACKAGE

TIME:

PRICE:

PAID

CLIENT:

LOCATION:

SESSION DETAILS + PACKAGE

TIME:

PRICE:

PAID

Mini-Session Schedule

DATE:

START TIME:

LOCATION:

	CLIENT NAME	DURATION	PACKAGE	PRICE	
1	_____	_____	_____	_____	<input type="checkbox"/>
2	_____	_____	_____	_____	<input type="checkbox"/>
3	_____	_____	_____	_____	<input type="checkbox"/>
4	_____	_____	_____	_____	<input type="checkbox"/>
5	_____	_____	_____	_____	<input type="checkbox"/>
6	_____	_____	_____	_____	<input type="checkbox"/>
7	_____	_____	_____	_____	<input type="checkbox"/>
8	_____	_____	_____	_____	<input type="checkbox"/>
9	_____	_____	_____	_____	<input type="checkbox"/>
10	_____	_____	_____	_____	<input type="checkbox"/>
11	_____	_____	_____	_____	<input type="checkbox"/>
12	_____	_____	_____	_____	<input type="checkbox"/>

LOCATION:

	CLIENT NAME	DURATION	PACKAGE	PRICE	
1	_____	_____	_____	_____	<input type="checkbox"/>
2	_____	_____	_____	_____	<input type="checkbox"/>
3	_____	_____	_____	_____	<input type="checkbox"/>
4	_____	_____	_____	_____	<input type="checkbox"/>
5	_____	_____	_____	_____	<input type="checkbox"/>
6	_____	_____	_____	_____	<input type="checkbox"/>
7	_____	_____	_____	_____	<input type="checkbox"/>
8	_____	_____	_____	_____	<input type="checkbox"/>
9	_____	_____	_____	_____	<input type="checkbox"/>
10	_____	_____	_____	_____	<input type="checkbox"/>
11	_____	_____	_____	_____	<input type="checkbox"/>
12	_____	_____	_____	_____	<input type="checkbox"/>

Mini-session Promo Checklist

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

DESIGN

- 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 will attract clients looking for a bargain, so make sure your designs are professional.

PROMO PARTNERS

- 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 session for kids, a kids clothing store is a good fit.
- 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

PROMO PLAN

- 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.
- If you already have a few clients, offer the mini-session to them, too. Perhaps with a coupon?
- Think about doing paid promotions on various social media channels.
- 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.

BOOKING

- Book clients in advance 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.

REFLECTION

What worked?

What didn't?

NEEDS ANALYSIS

- 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.

STRATEGY

- Make sure your promotion creates urgency. Having a time limit or limited availability will force 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 animated video, or an acrylic plate.

NOTES

Full-Day Session Planner

DATE:

LOCATION:

CLIENT:

START 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

12AM

CHECKLIST

 _____ _____ _____ _____ _____ _____ _____ _____ _____ _____

NOTES

Client Session Timeline

CLIENT:

PACKAGE:

SESSION DATE:

FINAL DUE DATE:

DATE	TASK	
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
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_____	_____	<input type="checkbox"/>





































CLIENT FEEDBACK

CHECKLIST

- _____
- _____
- _____
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NOTES

Appointments

<input type="radio"/>	/ /	:		
<input type="radio"/>	/ /	:		
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<input type="radio"/>	/ /	:		
<input type="radio"/>	/ /	:		

Locations

LOCATION:

DISTANCE FROM OFFICE:

FAVORITE FEATURES

PERFECT FOR...

OPENING HOURS:

BOOKING FEE:

LOCATION:

DISTANCE FROM OFFICE:

FAVORITE FEATURES

PERFECT FOR...

OPENING HOURS:

BOOKING FEE:

LOCATION:

DISTANCE FROM OFFICE:

FAVORITE FEATURES

PERFECT FOR...

OPENING HOURS:

BOOKING FEE:

LOCATION:

DISTANCE FROM OFFICE:

FAVORITE FEATURES

PERFECT FOR...

OPENING HOURS:

BOOKING FEE:

Location Scouting

CLIENT:

AREA:

MINI-SESSION

FULL DAY SESSION

MULTIPLE SESSIONS

BOOKING FEE BUDGET:

PACKAGE:

LOCATION MUST-HAVES

- _____
- _____
- _____
- _____
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- _____

SESSION THEME + DETAILS

POTENTIAL LOCATIONS

-
-
-
-
-
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-
-

4AM

5

6

7

8

9

10

11

12PM

1

2

3

4

5

6

7

8

9

10

11

12AM

NOTES

Daily Planner

MEMO

DATE: _____






TASKS

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

TODAY'S FOCUS

EMAIL / CALL / MESSAGE

- _____   
- _____   
- _____   
- _____   
- _____   

FOLLOW UP...

6AM

7

8

9

10

11

12PM

1

2

3

4

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10PM

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NOTES

Weekly Planner

DATES:

WEEK #:

/	MONDAY
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<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

/	TUESDAY
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/	WEDNESDAY
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NOTES

/	THURSDAY
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/	FRIDAY
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WORKFLOW							
	M	T	W	T	F	S	S
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

/	SATURDAY
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/	SUNDAY
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IMPORTANT

Monthly Planner

MONTH: _____

M	T	W	T	F	S	S

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NOTES

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- 30 _____
- 31 _____

2-Month Planner

MONTH:

M	T	W	T	F	S	S

MONTH:

M	T	W	T	F	S	S

IMPORTANT DATES

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

IMPORTANT DATES

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

NOTES

NOTES

3-Month Planner

MONTH:

M	T	W	T	F	S	S

○ _____

○ _____

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MONTH:

M	T	W	T	F	S	S

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MONTH:

M	T	W	T	F	S	S

○ _____

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○ _____




Contacts




NAME:
  




NAME:
  




NAME:
  




NAME:
  




NAME:
  

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NAME:
  

NAME:
  

Equipment List

BUY THESE FIRST

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WISHLIST

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BUDGET		
ITEM	COST	
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
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_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

NOTES

Equipment

YEAR/MONTH: _____

List

	ITEM	QTY	COST P/UNIT	BUY	RENT
1	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
2	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
3	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
4	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
5	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
6	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
7	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
8	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
9	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
10	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
11	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
12	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
13	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
14	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
15	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
16	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
17	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
18	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
19	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
20	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
21	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
22	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
23	_____	_____	_____	<input type="radio"/>	<input type="radio"/>
24	_____	_____	_____	<input type="radio"/>	<input type="radio"/>

Income & Expenses

YEAR/MONTH: _____

FIXED EXPENSES		
ITEM	BUDGETED	ACTUAL
TOTAL		

VARIABLE EXPENSES		
ITEM	BUDGETED	ACTUAL
TOTAL		

INCOME			
DATE	SOURCE	AMOUNT	AFTER TAX
		TOTAL	

SAVINGS/DEBT		
ITEM	BUDGETED	ACTUAL

	BUDGETED	ACTUAL
INCOME		
EXPENSES		
SAVINGS		
DEBT		
TOTAL		

Budget Breakdown

MONTH:

YEAR:

BUDGETED AMOUNT:

INCOME		
DATE	DESCRIPTION	TOTAL
TOTAL		

ACCOUNTS		
DATE	DESCRIPTION	TOTAL
TOTAL		

MARKETING		
DATE	DESCRIPTION	TOTAL
TOTAL		

PERSONAL EXPENSES		
DATE	DESCRIPTION	TOTAL
TOTAL		

SUBSCRIPTIONS		
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		

EDUCATION + TRAINING		
DATE	DESCRIPTION	TOTAL
TOTAL		

TOTAL	
INCOME	
EXPENSES	
SAVINGS	
TOTAL	

Goal Planning

GOAL

REASON FOR THIS GOAL

START DATE: _____

DUE: _____

BREAK YOUR GOAL DOWN INTO STEPS...

	ACTIONABLE STEP	DUE	DONE
1	_____	_____	<input type="checkbox"/>
2	_____	_____	<input type="checkbox"/>
3	_____	_____	<input type="checkbox"/>
4	_____	_____	<input type="checkbox"/>
5	_____	_____	<input type="checkbox"/>
6	_____	_____	<input type="checkbox"/>
7	_____	_____	<input type="checkbox"/>
8	_____	_____	<input type="checkbox"/>
9	_____	_____	<input type="checkbox"/>
10	_____	_____	<input type="checkbox"/>

REFLECTION

WHAT WORKED?

WHAT DIDN'T?

NEXT GOAL

NOTES + IDEAS

Project Planning

DATE STARTED:

DUE:

PROJECT NAME:

ACTION / STEP / GOAL	ASSIGNED	DUE	✓

TIMELINE

DUE DATE

MONTHS LEFT

DAYS LEFT

PROJECT COMPLETED

EXTENDED DATE

ADDITIONAL TIME

FEEDBACK


Branding


BUSINESS NAME:


VALUES


VISION STATEMENT


SOCIAL ACCOUNTS


 _____


 _____


 _____

 _____

 _____

 _____

 _____


 _____

BRAND KEYWORDS


BRAND VOICE


BRAND COLORS

 # _____

 # _____

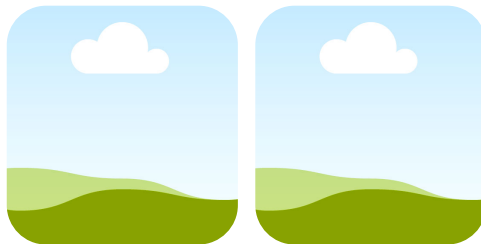
 # _____

 # _____

 # _____

 # _____

LOGOS



FONTS

FONT NAME: _____

the five boxing wizards jump quickly

FONT NAME: _____

the five boxing wizards jump quickly

NOTES

Annual Financial Overview

YEAR: _____

GOALS

TOTAL INCOME: _____

TOTAL EXPENSES: _____

TOTAL SAVINGS: _____

	INCOME	EXPENSES	PROFIT/LOSS	TREND
JANUARY	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
FEBRUARY	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
MARCH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
APRIL	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
MAY	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
JUNE	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
JULY	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
AUGUST	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
SEPTEMBER	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
OCTOBER	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
NOVEMBER	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>
DECEMBER	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="↑"/> <input type="button" value="↓"/>

BEST MONTH/S

WORST MONTH/S

NEXT YEAR'S FINANCIAL GOALS

NOTES

Website Planner

URL:

DOMAIN DETAILS

COST: _____

PROVIDER: _____

USERNAME: _____

PASSWORD: _____

HOSTING DETAILS

COST: _____

PROVIDER: _____

USERNAME: _____

PASSWORD: _____

MAIN PAGES

-
-
-
-
-
-
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-
-

FIRST BLOG POSTS

-
-
-
-
-
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-
-
-

WEB DESIGNER DETAILS

NAME: _____

EMAIL: _____

CHECKLIST

- _____
- _____
- _____
- _____
- _____

DESIGN NOTES

Photography Team Worksheet

DATE:

PROJECT/SESSION:

LOCATION:

TIME:

NAME	TASK/S	CONTACT NUMBER
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

SESSION OVERVIEW

CHECKLIST

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

NOTES



Giveaway Planner

GIVEAWAY PRIZE:

LAUNCH DATE:

CUT-OFF DATE:

SHARE:



SPONSORED

YES NO

DETAILS

GIVEAWAY DESCRIPTION

RULES

NOTES

DATE OF WINNER ANNOUNCEMENT:

WEEKLY PROMOTION

WINNER DETAILS

	M	T	W	T	F	S	S
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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NAME:

EMAIL:

NOTES + DETAILS:

NOTIFIED PRIZE SENT RECEIVED

Package Prices

YEAR: _____

PACKAGE	DESCRIPTION	PRICE
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Passwords

USERNAME: _____
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