

[9STEP]

FORMULA FOR PROFITABLE
PORTRAIT PHOTOGRAPHY PRICING™

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1

DISCOVER YOUR BIG PICTURE



How many hours a day do you want to work?



How many days a week do you want to work?



How many vacation days do you want?



What niches do you want to work in?



What is your salary goal?



How many sessions a week?



Average sale (estimate)?



SIMPLIFY YOUR BUSINESS PLAN

2

3

PROJECT YOUR INCOME



Compute your projected revenue



List your projected expenses



Evaluate your estimated cash flow



Art and science of pricing



Choose a pricing model



Calculate cost of goods sold



DETERMINE YOUR PROFIT POTENTIAL

4

5

SELECT YOUR PRODUCTS



Start with what you love



Design product mix



Refine product offerings



Select price strategy



Set session fee



Choose a "trading up" product



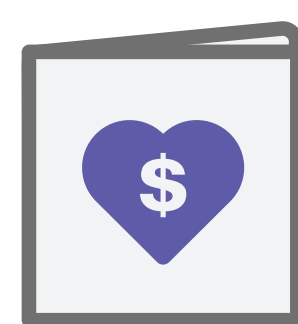
Start high | end low



Eliminate extras



Set minimum investment



STRUCTURE YOUR PRICE LIST

6

7

MAXIMIZE YOUR PROFITABILITY



Create value-added incentives



Implement one-size pricing



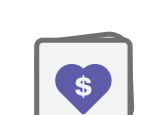
Develop payment plans



Photograph your artwork



Select your images



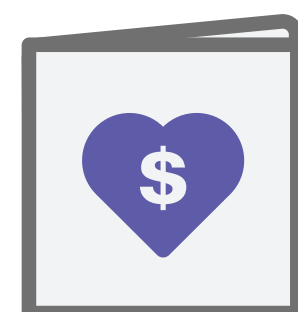
Create a beautiful price list



Design for each niche



Condense & simplify



DESIGN YOUR PRICE LIST

8

9

INCREASE YOUR WORTH



Improve photography skills



Pay attention to every detail



Deliver a gush-worthy experience



Create impressive packaging



Introduce new products/services



Design better marketing



Create an easy sales process