Photography Business Plan

An 8-section template. Replace every [bracketed] prompt with your own details. Pair it with the financials workbook (photography-business-plan-financials.xlsx) for sections 7 and 8.

Business name: _____

Owner(s): _____

Location / service area: _____

Date prepared: _____

1. Executive summary

Write this last, in 150 to 250 words. Cover:

- What you shoot and who you shoot it for
- Why clients will choose you over alternatives
- Year 1 revenue target and the startup capital you need
- How the business will be funded (savings, loan, side income)

[Your executive summary]

2. Business description

Legal structure (sole proprietor / LLC / other): _____

Mission statement (one sentence): _____

Services offered (e.g. weddings, portraits, product): _____

Business model (sessions, packages, retainers, prints): _____

[Describe how the business works day to day and where you want it to be in three years]

3. Market analysis

- Target client: who they are, what they earn, what they need, where they find photographers
- Local market size: how many potential clients a year in your service area, and how you estimated it
- Trends: what is changing in demand for your niche

[Your market analysis]

4. Competitive analysis

Competitor	Niche	Starting price	Strengths	Weaknesses
[Name]				
[Name]				
[Name]				

SWOT summary for your own business:

Strengths	Weaknesses
[List]	[List]

Opportunities	Threats
[List]	[List]

5. Services and pricing

Package	What's included	Price	Cost to deliver	Margin
[Package 1]				
[Package 2]				
[Package 3]				

Base prices on your cost of doing business (CODB), not on competitors alone. The CODB Pricing tab in the financials workbook calculates your minimum price per session.

6. Marketing and sales plan

- Channels: [website and SEO, Instagram, referrals, vendor partnerships, directories, ads]
- Monthly marketing budget: [$]
- Lead-to-booking process: inquiry, consultation, proposal, contract, deposit
- Booking goal: [N] sessions per month by month [X]

[Your marketing plan]

7. Operations

- Equipment you own and still need (see the Startup Costs tab)
- Software: editing, client galleries, CRM / contracts, accounting
- Workflow and turnaround time from shoot to delivery
- Insurance, business licenses, contracts and model releases
- Backup plan: second shooter, data backup, equipment failure

[Your operations plan]

8. Financial plan

- Startup costs and how they will be funded (Startup Costs tab)
- Three-year revenue and expense projection (3-Year Projection tab)
- Break-even point: the month revenue covers costs
- Owner's draw: what you plan to pay yourself

[Summarize the totals from the financials workbook here]

Projections are planning estimates, not financial advice. Use your own local prices and consult a CPA or business adviser for tax and legal structure decisions.