

# COLE'S CLASSROOM PRO

## The Ultimate Photography Business Checklist



Have you wanted to start your business for months, even **YEARS**, but just don't know where to start? We have you covered in Cole's Classroom Pro!

This epic checklist will give you the outline for what you need to do in order to start a successful photography business! It covers basic equipment needs, editing, marketing, image delivery to your clients and legal considerations to making your business 100% legit! This checklist gives you the bones to start creating your **DREAM** of being successful, financially independent, and your **OWN** boss.

Cole's Classroom Pro is the most comprehensive and affordable training for new photographers, not to mention includes the supportive Facebook group where you can ask questions without the worry of being judged or spoken to like an amateur. In CC Pro, we **KNOW** everyone is coming in at different experience levels! Why? Because we've all been in your shoes!

Now that you have this start-up checklist, remember that we have **AMAZING** resources in CC Pro that cover **ALL** aspects of your business, like:

- Learning the Basics with the Photography Fast Track Course
- How to become "Fully Booked!"
- Editing 101: The Core of Lightroom Fundamentals
- Choosing the Perfect Lens Tutorial

Enjoy the guide & we hope to see you inside Cole's Classroom Pro!

## START UP

- Decide on a business name and write out business plan
- Buy the gear you'll need based on a budget
- Decide what types of photography you will offer
- Decide whether to register as a sole proprietor, or LLC
- Understand your editing needs
- Learn the basics of Lightroom
- Learn the basics of Photoshop

## WEBSITE

- Decide on a hosting company and platform
- Purchase domain name with accompanying email addresses
- Build a website
- Set-up HeyNed for client management, client questionnaires, invoicing and contracts

## PRICING

Set up pricing for sessions

- One set price for all sessions
- Three-tier pricing packages
- Session fee, plus the cost of digital images/products

In-person sales

- Research market value if you're not sure on how to price yourself

- Decide if you will offer variety of products

## MARKETING

- Start a Facebook page
- Start an Instagram account
- Outline your ideal client
- Design a logo
- Digital Signature / Watermark
- Design a welcome guide
- Design and print business cards
- Print referral cards

## IMAGE DELIVERY TO CLIENTS

- Set up a gallery system to deliver images
- Decide if you will offer print
- Traditional USB or online cloud based storage options

## BEHIND THE SCENES

- Talk to an accountant
- Pay taxes
- File all essential state paperwork if you choose to register as an LLC
- Get liability insurance
- Keep track of accounts