



**onehundredmillion  
cameras**

# **The Ultimate Photography Business Building Checklist**

**A Long List of Things You Need to Do  
When Starting Your Photography Business**

**<http://www.100millioncameras.com>**

# Welcome

Starting and building a photography business can be overwhelming.

At times it seems like the list of things that need to be done will never end. In many ways that's true; the work really never stops for a business owner. And keeping track of everything can cause even the most experienced photographer some serious anxiety!

***I've always found that simply having a checklist of things that need to be done can help to keep stress and anxiety under control.***

Even a very long list that you can touch and feel (and mark off your completed tasks!) can actually be much better than trying to remember everything.

***If a list of things to do is only in your head then some part of you will always be wondering what critical tasks you have forgotten about!***

So to help you out I have prepared a long list of things that you need to consider when starting up your photography business. I've tried to keep this as generic as possible (so that it applies to all genres of photography) while also making it very complete.

You may find that not everything on this list applies to your situation, and there may also be some tasks that you need to do that aren't on this list (yet, please let me know!).

**Please feel free to provide feedback about tasks that could be added to this document to make it even more useful!**

Thanks for reading

Sean Phillips

## Brand Your Business

- Identify your target clientele and type of photography
- Create a Business Name and matching Domain Name for Website
- Develop a tagline and keywords that describe your business
- Develop a marketing plan and sales tactics
- Identify your brand colors, fonts, and style
- Create a logo, business cards, pricing pages, & marketing collateral
  - Hire a graphic designer to create custom designs
  - Templates from [Colorvale](#), [DesignAglow](#), [GraphicRiver\\*](#), [Squijoo](#)
- Collect Testimonials and Reviews from past sessions
  - Post on your website, social media accounts, and use on print marketing materials

## Website & Social Media Accounts

- Purchase a Hosting Plan for your Website
  - [Dreamhost](#)\* - Use Promo Code OD25 to save \$25
  - [Site5](#)\* - more local servers for faster hosting in your area
- Purchase your domain name and set up business email accounts
  - [GoDaddy](#)
  - [Hover](#)
- Build your Business Website
  - Build a Portfolio Website at [Photoshelter](#)\*
  - Buy a theme for Wordpress.org at [Themeforest](#)\* or [Photocrati](#)\*
  - Hire a web developer to build a custom website
- Install Wordpress Plugins to increase your website functionality
  - [GC Testimonials](#)
  - [Gravity Forms](#)\*
  - [Wordfence Security](#)
  - [WP-DBManager](#)
  - [WP to Buffer Pro](#)
  - [Yoast Wordpress SEO](#)
- Setup Google Analytics and Webmaster Tools for your site
- Collect email addresses for your mailing list
  - Use automation to publish your blog posts to the list
  - Use a list service with double opt-in to ensure your list is legal
    - [Mailchimp](#)
    - [Aweber](#)
    - [Constant Contact](#)
    - [Get Response](#)

- Create social media business pages
  - Google+, Twitter, Facebook, LinkedIn, Pinterest, Instagram
- Automate social media posts
  - [Buffer](#) (Twitter, Facebook, LinkedIn, Google+)
  - [Edgar](#) (Twitter, Facebook, LinkedIn)
  - [Hootsuite](#) (Twitter, Facebook, LinkedIn, Google+)
  - [Sendible](#)\* (Twitter, Facebook, LinkedIn, Pinterest, YouTube)

## Get Legal

- ❑ Consult with Lawyer and/or Accountant to discuss incorporation vs sole proprietorship
- ❑ Apply for Business Licenses in all required jurisdictions
  - consider city, county, state, province, country
- ❑ Client Contracts
  - Appropriate contracts for each product / service you offer
  - USA Contracts - [thelawtog.com](http://thelawtog.com)
  - Canadian Contracts - [lawdepot.ca](http://lawdepot.ca)
  - Consult with a lawyer to ensure that purchased contracts are valid in your jurisdiction
- ❑ Model Release Forms
- ❑ Vendor Contract for Employees / Freelance Assistants
- ❑ Trade Name Registration
- ❑ Trade Mark Registration

## Financial Planning

- Set up Business Checking Account
- Apply for a Business Credit Card
- Set up Merchant Account (to accept credit cards)
  - Authorize.net
  - Helcim
  - Paypal
  - Stripe
  - Square
- Register for Sales Tax Number, Business Identification Number, or VAT
- Hire a bookkeeper and/or consult with an accountant
  - Identify due dates for sales tax filings
  - Make plans to set money aside for Income tax payments
- Life & Health Insurance for Employees
- Commercial Liability Insurance
- Equipment Insurance
  - coverage for home/office/studio
  - coverage for equipment while off-premises

# Photography Equipment & Software

- ❑ Spare Camera, Lenses, Flashes, Memory Cards, Batteries
- ❑ Camera Bag, Tripod
- ❑ Off Camera Lighting and Wireless Triggers
- ❑ Studio Backdrop & Stands
- ❑ Posing Stools and Props
  
- ❑ Photo Editing Software
  - [Photo Mechanic](#) for High Speed Culling
  - [Adobe Creative Cloud \(Photography Plan\)](#) - includes Adobe Photoshop and Lightroom
  
- ❑ Business Management Software
  - [Pixifi](#)\*
  - [Tave](#)
  - [17 Hats](#)
  
- ❑ Album Building Software
  - Album Stomp
  - Fundy Album Builder
  - Pixellu SmartAlbums
  
- ❑ Setup Accounts (and get samples) at Professional Print Labs
  - Bay Photo
  - Black River Imaging
  - Millers Lab
  - ProDPI
  - WHCC



## Other Computers & Technology

- ❑ File Storage and Backup
  - At least 2 hard drives for local storage
  - Cloud Backup Plan - [BackBlaze](#)\* or [CrashPlan](#)
- ❑ Software for Automated Local File Backups
  - Enable Time Machine (mac)
  - Enable File History (win 8+)
  - [SyncBack SE](#) (older versions of windows)
- ❑ High Speed Internet Connection
- ❑ Office Telephone
- ❑ Mobile phone with Data Plan
- ❑ Desktop Computer
- ❑ Laptop Computer and/or Tablet
- ❑ Office Printer / Scanner
- ❑ Cross-cut Shredder
- ❑ Monitor Calibration Tool

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