

**Title:**

Create A Photography Business Checklist To Help Start Your Dream Business

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**Summary:**

If you've been thinking of starting your own business for some time now, the easiest way to get started is to begin with a photography business checklist. This list will provide you with the details of what it takes to get started, and give you a something that makes the tasks seem more doable.

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So, if you're ready to move forward in photography, where do you start? What are the most important steps to consider when starting a photography business?

1. Start by defining the type of photography you choose to offer your clients. Everyone has a different reason for becoming involved in photography. Some love working with babies and children. Some prefer working on location with families and pets. Some love commercial work, and making products come alive. Some find passion in creating wedding photography.

While many photographers choose multiple specialties, keep in mind that any one of these can make a lucrative career. The more passion you have in your chosen line of photography, the easier it is to promote your work, and get known within your specialty.

2. Establish your business identity. Once you decide on your specialty, use that specialty to identify your name and your brand. While some photography studios are named after the business owner, others use a more generic name.

A name is a personal choice. But above all, make sure your name speaks to your

desired clientele.

3. Decide what resources you need for your business. Do you need a commercial location for a studio? Will you work out of your home? What type of camera equipment will you need? While a start-up business shouldn't invest in extravagant equipment, you should purchase enough equipment to sufficiently do your job, and to have backup equipment available at all sessions.

4. Decide what vendors you will be using for your business. A photography studio needs a variety of services, including a professional photography lab, album companies, framing companies, office supplies, and production supplies.

An easy way to find many of these vendors is to attend a photography expo. There are many local, regional, national and international expos available to the professional photographer, including Professional Photographers of America, and Wedding & Portrait Photographers International. And sign up for newsletters at places like VirtualPhotographyStudio.com to stay on top of some of the newest and most exciting trends.

5. Join professional organizations to network with like-minded individuals. There are a variety of professional photographer organizations. It's also important to join organizations in your community, such as entrepreneur groups, networking groups, and chamber of commerce's. All can provide you with invaluable resources.

6. Market your business to prospective clients. Every business needs customers to survive. Top priority for any new business is to bring in new clients not only to establish yourself as a business, but also to begin making a profit for your business.

7. Add your own goals to your photography business checklist. Provide specific goals that will help you realize your dream. Add things like 'quit full time job in October' to help motivate you to take action on your ideas.