

### Let's get started

### BUILDING A PHOTOGRAPHY BUSINESS

IN THIS BOOK, WE'LL GO OVER THE BASICS OF BUILDING A BRAND, A BUSINESS AND THEN DIVE INTO SPECIFICS FOR CREATING YOUR OWN.





## TABLE OF CONTENTS

- FIND YOUR NICHE
- **BRAINSTORM IDEAS FOR A NAME**
- DEFINE YOUR AUDIENCE
- DEVELOP A STRATEGY
- ♠ CHOOSE A PLATFORM
- CREATE A PERSONAL STYLE
- CREATE A BRAND SIGNATURE STYLE
- PRISING YOUR WORK
- CREATE PACKAGES

IN THIS BOOK, WE'LL COVER HOW TO BUILD A PHOTOGRAPHY BUSINESS. WE'LL GO OVER THE BASICS OF BUILDING A BRAND, AND THEN DIVE INTO SPECIFICS FOR CREATING YOUR OWN.





## HEY, I'M Emilia

I've talked before how to build a business with my friends and family but I've never shared the inside tips and tricks to do so. And of course, there are many ways to build a brand.

But this book is going to focus on the online aspect of building a business.

LET'S DO IT!





SONY

EVERY MOMENT IS AN OPPORTUNITY TO CHANGE YOUR PERSPECTIVE.



# 01

#### DEFINE YOUR PERSONALITY AND PURPOSE

Now that you've got a handle on what your brand is, it's time to decide who it is for. This can be done in two ways: defining your personality and defining your purpose.

LET'S DO IT!



#### How to find your niche?

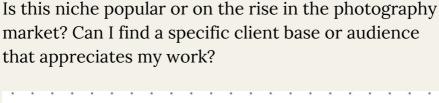
When trying to find the right niche in photography, you can ask yourself the following questions:

example, people, landscapes, wildlife, still-life, architecture, or sports?																						
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**EMILIA EKHOLM PHOTOGRAPHY** 

WORKBOOK

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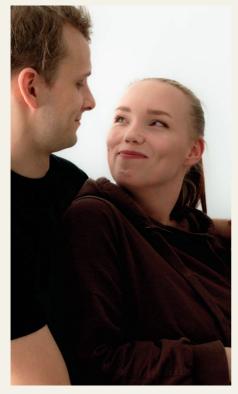


By answering these questions, you can gain a better understanding of your strengths and interests, and focus on a niche that aligns with your personal and professional goals.

#### WHAT SERVICES YOU'LL PROVIDE?

#### WHO IT IS FOR?

NOTES:			



#### FIRST IMPRESSION

When you think about your photography business, you should think about how you want to come across to customers right off the bat. What services you'll provide? What kind of first impression do you want to make? Are you a fun, carefree? Are you a reliable, trustworthy? Are you creative, understanding?

What you represent, is what customers see!

#### COME UP WITH A STRATEGY

To define your personality, think about how you want people who interact with your brand to feel. Do they want to feel excited? Inspired? Happy? Motivated?

Answering this question will help you determine what kind of voice or tone you want to present through all aspects of the brand—from email to social media posts, from website content to photography package descriptions.





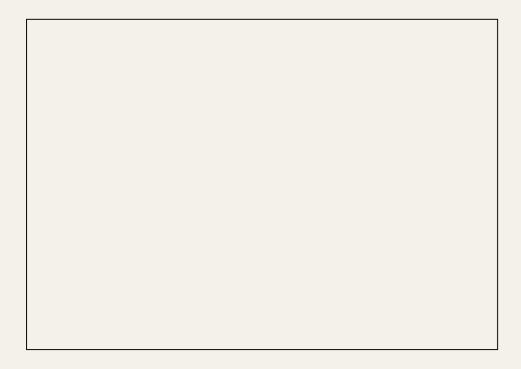
## THINK ABOUT YOUR NAME

If you want to build an online brand, one of the first things you'll need to do is come up with a name.

A good name can help people remember who YOU are and what your business stands for. It's also important that your name isn't too long or hard to pronounce and spell, but at the same time, it should be creative enough that it stands out from the crowd.

## Good name defines you and your business

#### **IDEAS**



In this book, We'll go over the basics of building a brand and a photography business and then dive into specifics for creating your own. Building a business is easy with a clear vision and plan. This workbook is a guide for you who want to succeed in your own photography business.

