



*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.



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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!



A close-up photograph of a hand holding a black Sony lens cap. The lens cap is circular with a textured surface and features the 'SONY' logo in the center. Two black plastic latches are visible on the top and bottom edges of the cap. The background is dark and out of focus.

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:

What subjects do I enjoy photographing the most? For example, people, landscapes, wildlife, still-life, architecture, or sports?

A 10x10 grid of dots on a light gray background, intended for graphing the function  $y = \sin(x)$  for  $0 \leq x \leq 2\pi$ .

What type of photography do I feel the most comfortable with? Is it portrait photography, street photography, aerial photography, or something more experimental?



A 10x10 grid of dots on a light gray background. The dots are arranged in 10 rows and 10 columns, forming a square pattern. The grid is composed of small, dark gray dots.

A 10x10 grid of dots on a light gray background. The dots are arranged in a regular pattern, with 10 dots per row and 10 dots per column, totaling 100 dots. The dots are small, dark gray circles. The background is a solid light gray.

A blank grid of 10 rows and 20 columns of dots, intended for graphing the function  $y = \sin(x)$  for  $0 \leq x \leq 2\pi$ .

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:

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## 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.

