

PHOTOGRAPHY BUSINESS CHECKLIST

Important

- Appropriate gear (camera, lenses, memory cards, etc.)
- Website hosting service and domain name
- Company Logo
- Social Media Pages (Facebook, Instagram, Pinterest)
- Capable Computer
- Editing Software
- Company email address (Gmail is acceptable)

Marketing

- Simple business cards
- Larger “leave behind” postcards
- Mobile portfolio of your images (digital or physical)
- Add your business to Google Business

Photo Delivery and Payment

- Separate business checking account
- Dropbox or Google Drive account
- Paypal or Stripe account
- Square account (for mobile payments)

Website

- Portfolio with your best images
- Blog
- Pricing and contract information
- Contact form
- Detailed About page
- Google Webmaster Account

Contracts

- General model release
- Photography session agreement
- Copyright release
- Contract for sale agreement

Other Gear and Accessories

- Tripod
- Monopod
- Flash or Speedlite
- Camera bag
- Laptop (for mobile editing)
- iPad or Tablet (portfolio)