PHOTO THERAPY WORKSHEET

INTRODUCTION

This worksheet is to help you reflect on your photography business, including its strengths, weaknesses, and goals.

I use this worksheet with every new photographer I collaborate with as a way of identifying target markets, dream clients, and gaps in the work. This is especially helpful before embarking on a website update, print portfolio, or any marketing efforts.

I find it helpful to update this information on a yearly basis. It's good to reassess things, as well as to have an archive of goals. It's interesting to look back years later and see how your goals have changed.

If you have any questions, or are interested in 1-on-1 coaching help, please contact me!

Today's Date

YOUR BUSINESS: THE BIG PICTURE

1) How do you describe what you do? What's your 'elevator pitch'?

2) What verticals / sectors / industries do you primarily want to focus on over the next three years? (For example, home goods, food & beverage, education, financial services, NGO/non-profit, news & editorial, etc). List up to three top priorities.

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YOUR BUSINESS: THE BIG PICTURE (CONTINUED)

3) What are your primary business goals for 2020?

4) Describe an ideal commission / assignment / project and why.

5) What is unique or special about your photography and the services you provide?

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YOUR BUSINESS: THE BIG PICTURE (CONTINUED)

6) What are your greatest strengths in your business?

7) What are some weaknesses in your business?

8) Name 2-3 contemoporary photographers whose careers are in a similar place to where you want yours to be. What is it about their work that resonates with you?

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MARKETING, SOCIAL MEDIA & OUTREACH

1) How do most new clients find you? If referrals are most common, please list referrals AND the next most popular way.

2) How do you wish more clients would find you?

3) What social media platform(s) do you enjoy publishing and engaging on? What do you like about those platforms? If you hate them all, that's ok. Write down some thoughts as to why.

4) How many people are currently following you on your preferred social media platforms? List the platform and the number of followers as of today.

CURRENT	GOAL ONE YEAR FROM NOW

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MOVING FORWARD

1) Do you have any personal projects, exhibitions, test shoots, or other events/projects planned for this year?

2) Based on the goals and weaknesses you wrote down on page one, what are 2-3 steps you need to take next?

3) What gaps do you see in your work? How can you fill those gaps?