

Photography Business Checklist for Beginners

Business Basics

- Choose a business name and check domain availability
- Register your business (LLC, sole proprietorship, etc.)
- Apply for an EIN (if in the U.S.)
- Set up a dedicated business bank account

Essential Equipment

- Camera (DSLR or mirrorless)
- Lenses (e.g., 50mm, wide-angle)
- External flash or reflectors
- Memory cards, batteries, camera bag
- Tripod and backup gear

Editing Tools & Workflow

- Install Adobe Lightroom and Photoshop or alternatives
- Set up reliable external and cloud storage

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- Use a computer with strong graphics processing

Brand Identity

- Design a recognizable logo
- Choose a consistent color palette and font
- Write a compelling business bio

Online Presence

- Build a mobile-optimized website
- Create social media profiles (Instagram, Facebook)
- Set up a Google Business Profile

Pricing & Packages

- Define types of sessions you'll offer
- Structure clear pricing and tiered packages

Legal & Contracts

- Use legally-vetted contracts and model releases
- Get business insurance for gear and liability

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Marketing & Client Outreach

- Launch with a promo or giveaway
- Start a blog to boost SEO
- Collect testimonials and reviews

Client Workflow Tools

- Use a CRM for client management
- Set up email templates and invoicing system