



Business Plan

VISION

Mission Statement:

Katie Louise Photography strives to provide a memorable experience through creativity, kindness, and laughter and to deliver high-quality images that exceed expectations.

Success Goals:

- Triple wedding bookings from last year (6/9 booked)
- 100 regular sessions (70 last year)
- Double last year's part-time income (total from both weddings and regular sessions, min \$29,000)
- Improve the business side of photography (organization, taxes, create a separate bank account)
- Pay off balance from at least one major credit card and use one solely for business expenses
- Be on track to go full-time in 2 years
- Outsource editing for at half weddings booked

Target Market:

Focus on engagements, weddings & family sessions.

Target market is 20-35 year old, mostly female, professionals who will be paying for most of their wedding on their own so they value what they are getting for the price. I would like for them to be more interested in a comfortable, relaxed and friendly relationship than a strictly professional one. I think I take after Jasmine Star when she said that basically she could be best friends with all her brides. This is who I am picturing. In general, I am looking for clients who place value on creative and high-quality images and are active on Facebook and Instagram, but who also appreciate all the personal touches I bring to make their sessions/ weddings unique.

ROLES/ORGANIZATIONAL STRUCTURE

SWOT Analysis (Strengths | Weaknesses | Opportunities | Threats)

Strengths: *Characteristics that give us an advantage over others.*

Personable/friendly, dependable, artistic, able to create a genuine connection

Weaknesses: *Characteristics that give us a disadvantage compared to others.*

Time-management around other full-time job, organization, getting legal

Opportunities: *areas that the business could focus on to exploit its strengths*

Be more consistent with blogs, use social media daily (not just 1 post/week or 1 post/session), make more connections in Pittsburgh

Threats: *areas that could cause trouble for the business*

Not yet legal :/, lack of second-shooting for other photographers before I started so I have less in my portfolio than some others probably had at this stage, still need to get everything involved with making an album set up (I offer as an add-on, but have yet to make samples mostly because I don't want to spend the money yet)

My main roles (try to base on strengths):

- Shoot photos
- Market myself
- Book-keeping
- Blog posts
- Communication with clients (emails, facebook messages)

Outsource (try to base on weaknesses):

- Editing of wedding images after the initial 100-150 for weddings
- I need to find an accountant and talk to a bank

MAIN GOALS FOR 2017

FINANCES & CLIENT ANALYSIS

Income: part-time

2016 - \$16,000 3 Weddings
72 portrait sessions

	<u>MINIMUM</u>	<u>TARGET</u>	<u>IDEAL</u>
2017	\$30,000 (minimum)	\$50,000 (target)	\$75,000 (ideal)
	9 weddings (min)	12 weddings (target)	20 weddings (ideal)
	9 shoots/mo	15 shoots/mo	17 shoots/mo

Approx \$4200/month to reach target

Where are clients coming from:

1. Referrals (2016- 3/3, 2017 4/6)
2. Facebook (2016 - 0/3, 2017- 2/6)
3. Planners/Venues (2016- 0/3)
4. Blog sites (2016 - 0/3)

Expenses:

2016:

Rentals: \$850

Gifts for Couples: \$450

Marketing (\$10 every so often through FB): \$50

Gear: \$350

Didn't keep track of travel and props! Whoops :/ Started logging for 2017, though

Total: Around \$2500 with an est on gas and props

2017: for minimum goals

Rentals: \$2700

Second-shooter: \$1000

Gifts for Couples: \$1000

Marketing: \$100

Gear: \$550

Props: Going to try to cut back (sometimes I go crazy) \$200

Travel: \$350

Outsourcing: \$1800

Total: \$6900

Purchase Options:

Top Priority: flash drive solely for weddings, additional memory cards, new 35mm for d7100 (current has such bad CR that it takes so much time to edit)

Lower Priority: 3rd speed light, d810 + 35mm + 24-70 + CF cards> all that I normally rent

Education: *[How you want to educate yourself this year to grow in business]*

- Finish 1 course/month from this academy
- Continue culling for respected photographer and hopefully be able to second-shoot more for them this year in exchange for education
- Consistent 1 hour of research/week for submitting for publication

Client Service Plan: *[How are you going to serve my clients]*

- 1) Gifts - Each couple will receive a wooden print/usb box (big enough for 5x7 prints) which will include 25 5x7 prints and 16gb flash drive + engraving on both box and flash drive. Fulfillment by AutumnWoodWork through Etsy.

Also thinking about including an 8x10 pen and ink drawing (sister is studio artist) of one of their favorite wedding photos, as it would be something that could set me apart from other photographers in my area.

- 2) Quick Turn around - portraits 4 days (tell them 1 week, except during Christmas season), weddings 6 weeks (tell them 8),

- 3) Wedding Clients receive a same-day slideshow (super awesome idea from Jasmine Star and Katelyn James). I booked a wedding at a wedding because this pushed it over the top!
- 4) Quick & friendly response - return emails and messages within 24 hours
- 5) Provide customized PDF pricing guide to include as attachment to initial inquiry response for both weddings and portrait sessions. Already have one for weddings. Need to create one for portrait sessions.

Strengthens brand, show professionalism and thought-out design, and also gives me the chance to sell them on me and how much of an interest I have in them before they just look at prices.

Marketing Focus: [What avenues are you going to focus on for your marketing]

1) Increase Referrals - How?

- Keep doing a blog for every session that I possibly can. More clients have been reading them than I thought. I want to make everyone feel like they matter and that I loved their session. Hopefully in the future, blogs will only be engagements, weddings and newborns
- Continue with wedding gifts delivered around Thanksgiving/Christmas where lots of family and friends will be around to see

2) Facebook

- At least 1 post/day
- comment and “like” often - especially with brides and people in target market

3) Instagram

- At least 1 post/day
- comment and “like” often - especially with brides and people in target market

4) Planners/Vendors

- find 2 planners/venues to focus on - About to work with one for upcoming wedding in May. Need to research for another.
- Give them photos, brochures, business cards - make it easy for them to promote you
- Would like to try to find at least two vendors, maybe florists who need updated website photos and offer my services in exchange for nothing, but hopeful they would promote me to brides

5) Styled Wedding Shoot

- Did my first shoot end of last October. Still need to submit anywhere for publication! I need to make sure I research so I can do it faster this year.
- Work with a whole new team

Work/Family Balance: [How are you going to improve your balance this year?]

- 1) Take dog for hour walk every evening it's above 45 degrees
- 2) Visit family out of town once/month
- 3) Create office hours to put on Facebook, and not answer business emails, texts or calls after 8pm on weeknights unless it's an emergency.

TIMELINE

JANUARY-MARCH

- Create new business plan
- Start book-keeping
- Find a program like 17-hats to use or get to organizing myself
- Start planning styled wedding shoot and contacting vendors
- Create favorites folders for portrait sessions and weddings from 2016 and RESIZE the images so they are easy access for blogs and loading to website
- Easter Special (buy a few Easter props that could also be used during summer)

APRIL-JUNE

- Update Facebook regularly
- Update Blog regularly
- Styled Shoot

JULY-SEPTEMBER

- Outsource editing (August - September)
- Send out gallery for styled shoot to all vendors included
- Send gallery for publication

OCTOBER-DECEMBER

- Book lots of Family portraits for fall and Christmas
- Request more vacation days to offer more availability
- Catch up on delivering photos to vendors
- Outsource editing (October)
- Publication