

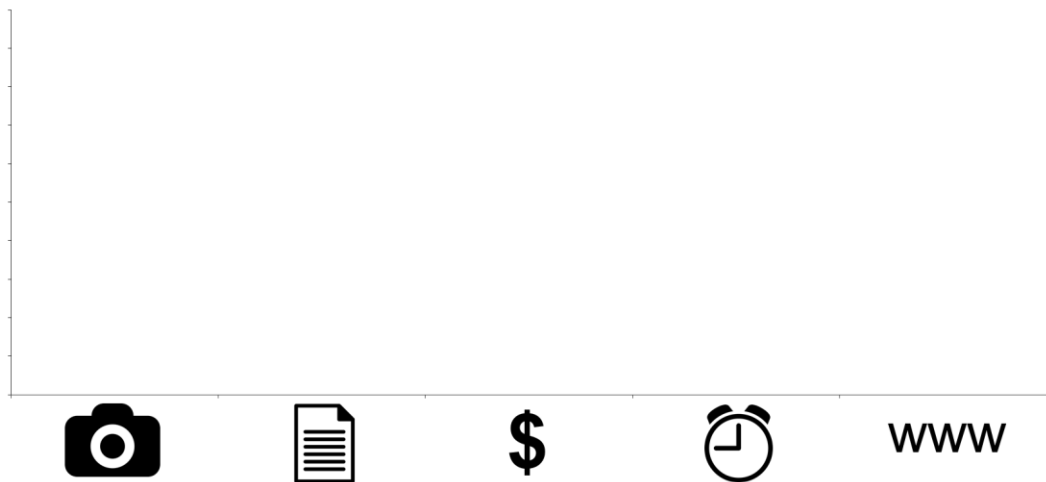


Balancing My Photography Business

Having a balanced business where you are working on your skills in all departments is important. Without that, the business becomes lopsided, and it doesn't function as well as it could or should.

In the graph below, plot where you think are you are at in each of these departments:

- Photography
- Marketing
- Financials (pricing and budgeting)
- Time management
- Online tools (website and social media)



Is your business balanced?

What do you need to do to improve your skills or your degree of control for each of these?

Why do you think you are a little weak, and what steps can you take to remedy that?

I encourage you to make some notes addressing these questions in the space below, looking specifically at each department that's listed here. When you write things down, that's when you're going to see what you need to do to take action, and then you can make real changes to your business.



Photography:

Marketing:

Financials:



Time management:

Online tools:

Do you need some extra assistance?

I hope your business is humming along perfectly, but for a lot of photographers it's not and that's okay. If you know that things could be better, even if it's just a little bit better, then we need to talk, so get in touch with me if you think you'd like someone to help you bring some balance to your business.

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