10 Must Haves For Running Your Photography Business

The programs and tools that are essential in running an efficient and sustainable photography business.

WELCOME!

In 2014 we
photographed 37
weddings between May
and November
and somehow, we
survived.

Not only did we survive,
but we managed to
make sure every
wedding was edited
and delivered to our
clients within 6 weeks of
their wedding date.

Since then we've photographed over 150 weddings and also
have evolved our business and coach other photographers
and entrepreneurs on running their businesses sustainably.

After coaching over 40 different photographers, we found
ourselves recommending the same programs and tools to
others. and decided to make a resource that includes our
favorites to help you survive your busy season as well!

ONE.

Podcasts to inspire you and keep you in the flow

- Musea - This is a great podcast where photographers are interviewed and each one has a lot of information that can inspired and motivate you.
- The Path Podcast (This just launched, but D'arcy is one of my all time favorite business coaches and has so much valuable information to share!)
- Super Soul Conversations, (Here is a link of my all-time favorite ones! Super Soul Favorites)
- The Goal Digger Podcast - Jenna Kutcher was a wedding and portrait photographer and now interviews a variety of entrepreneurs on running their businesses.

TWO.

A great client management system

We recommend Tave!

If you don't have a client management system yet, it's time to invest in one. We've been using Tave for years and love it. There are quite a few other services but Tave is our tried, trusted and true one. Tave keeps track of EVERYTHING related to our clients & business, (okay, it doesn't keep track of mileage, yet... but we're hoping it does real soon!)

THREE.

A *fast program to cull photos*

We recommend Photo Mechanic!

We use this to cull our wedding and potrait photos and it is SO much faster than lightroom. It is worth every penny and more! You can even try it free for 30 days.

FOUR.

Albums *made easy*

We recommend Smart Albums!

Made album design simple, easy & fun. Yes, fun. We pay for the full subscription to have the ability to send our client's proofs which makes proofing so easy!

We've been able to easily add albums to our collections and not stress about when clients do purchase one because creating a proof now takes less than an hour!

FIVE.

Create presets

We created our own film presets as our base for all of our edits & tweak them a little here and there to find what works for us. Presets help keep your work consistent and save you time with editing. If you don't want to use someone else's presets, you can you-tube tutorials on how to make your own

> **GET OUR PRESETS HERE!**

SIX.

Pick a great storefront

We recommend Pixieset!

We use this to share our images & sell prints through their easy storefront. There are many other sharing sites available but pixie set was super intuitive for us and presented our images in a beautiful and minimalist way.

SEVEN.

Make blogging a breeze

We love using Blogstomp! This amazing software has saved us thousands of hours on blogging. Possibly more. It's helped us get our lives back and makes our blog look streamlined!

EIGHT.

Save space and time uploading

Our favorite? JPEGmini! This saves us tons of space on our hard drives and our photo sharing sites without reducing quality in images. It also speeds up the time it takes to upload your photos to your photo sharing site.

NINE.

Plan out your Instagram

To keep our Instagram consistent, we use Planoly. This AP helps us plan our instagram content and keeps it looking streamlined and cohesive.

TEN.

Outsource when possible

Outsourcing and asking for help is essential to surviving. Back when we photographed 37+ weddings per year we learned a lot about what we LOVED to do in our business and a lot about what we DIDN'T LOVE SO MUCH. We were strapped for time, so we compiled a list of the things we didn't love to do, (both at home and within our business), and we hired OUT and asked for help.

Here are some ideas of who you could hire to help, (we use all of these and more!)

- Virtual Assistant
- House Cleaner/Nanny
- Food Service like Blue Apron
- Photo Editor / Photo Editing Service
- Business Coach
- Accountant
- Assistant on wedding day to help with equipment

BLOG

FACEBOOK

INSTAGRAM