

**THE BUSINESS BEHIND THE LENS**

**KELLY PERRIN**

# **THE BUSINESS BEHIND THE LENS**

The Smart  
Photographer's  
Guide to Creating  
a Successful  
Business



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The Smart Photographer's Guide to Creating a  
Successful Business

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*This book is for the dreamers with cameras in  
their hands and something bigger in  
their hearts.*

*May it give you the confidence, clarity, and  
courage to turn your passion into something  
truly powerful.*

*Kelly x*

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"You don't have to be  
great to start,  
but you have to start  
to be great."

*Zig Ziglar*

## INTRODUCTION

If you'd told me 15 years ago that one day I'd be photographing for brands like LEGO and Aston Martin or freelancing at glamorous events in London, I probably would have laughed you out the room.

At the time, I was running a very successful dog-walking business, Kelly's Canines, juggling muddy paws, squeaky balls and rainy-day strolls. I knew how to run a business (the dog-walking company taught me everything I know about customer service and consistency), but I didn't have a clue that my future would be in photography.

As with many of the best things in life, I kind of stumbled into it. It started with a camera. An unexpected gift from my husband. At the time, I was also running a small graphic design business on the side, designing flyers and brochures for

local businesses. The photos I was being given for those designs were often, well... terrible. I had a vision for the kind of imagery I wanted, but what I got didn't match up. So I started offering to take the photos myself. Nothing fancy, just a few shots for a local window cleaner, a handful for a friend's dance school. But I fell completely in love with it. Helping people tell their story through images just lit something up in me.

Even then, I still didn't call myself a photographer, I was just solving a problem and enjoying the process.

My first real "paid" photography job came from a slightly cheeky moment of initiative. My mum worked for a local playground company, and she happened to mention how much they were paying their current photographer. I borrowed my niece and nephews, took them to a local park (one I knew the company had built), and took loads of photos. I then sent those images directly to the company with an offer: I'd do the job for half the price and I could design the marketing materials too.

They jumped at the chance, and I started freelancing for them regularly. It was my first steady stream of photography income. But even with paid jobs under my belt, I still felt like I was winging it.

There were moments I'd stand on a shoot with my camera in hand, second-guessing myself, hoping no one would ask me anything too technical. That's when I decided it was time to level up.

I joined a year-long mentoring programme with the wonderful Kevin at Hampshire School of Photography.

That year changed everything. Kevin was the first person to help me really own the title of photographer—and not just someone who 'had a nice camera'.

I said yes to every opportunity that year, family shoots, panto rehearsals, charity events, school fairs, you name it. I wasn't precious. I just knew I needed to practice. I needed to get better. And then one opportunity changed everything.

I emailed an old friend who worked for a London marketing agency. I had a basic portfolio and sent it over on the off chance they might need a photographer. They did.

He invited me to come shoot behind-the-scenes at an award show. What I didn't realise was that it was the Prince's Trust Awards at the London Palladium.

Walking into the Palladium felt like stepping into a dream. I grew up performing in little theatre groups on tiny local stages, so to walk into one of the most iconic venues in the West End felt surreal. I got to go backstage, peek inside dressing rooms, and just feel the legacy of the space. It was like my two worlds - my childhood love for theatre and my new love for photography had collided, and I was suddenly part of something much bigger.

One of my favourite photos I've ever taken came from that night. I was tucked away in the wings, just watching. Nick Grimshaw, who was presenting, was about to walk on stage. He was clearly nervous. A crew member put a hand on his

shoulder and gave him a small reassuring nod. In that moment, I snapped a photo—Nick silhouetted in the shadows, the stage bright in front of him, the emotion right there. It was such a quiet, human moment, and it felt so personal.

I took that image to Kevin and waited nervously for his feedback. He loved it and his feedback meant the world to me.

The biggest lesson I learned from that night? **Say yes**—even when you're scared. Especially when you're scared. I could've said no. I could've let imposter syndrome win. But I went. And I've never looked back.

Since then, I've had the privilege of working on all kinds of shoots - brand campaigns, car launches, corporate conferences. I've worked with great brands like Lotus, Scania, LEGO, Samsung, and Just Eat. I'm drawn to storytelling, capturing the people behind the brand and the energy of an event as it unfolds. That's what lights me up.

Today, alongside my event work, I run a small photography studio in Fleet, Hampshire. It's my

creative space. I use it to experiment, shoot fine art portraits, and help clients feel amazing in front of the camera. I also rent it out to other photographers - because I remember what it's like to need a space to grow.

Giving back has always been important to me. After that first Prince's Trust event, I felt so inspired that I became a business mentor for them. I spent four years mentoring young entrepreneurs, helping them believe in themselves and get their businesses off the ground. It reminded me how powerful mindset is. That shift from "I can't" to "Maybe I can" to "Actually, I *am*."

Now I bring that same energy to mentoring photographers. Because so many of us start in fear, or self-doubt, or confusion. And all we really need is someone who believes in us and gives us the tools to succeed.

My journey hasn't been linear. Since becoming self-employed in 2009, I've built four successful businesses. Kelly's Canines was my first, and it taught me the value of showing up, doing the little things well and the power of word of mouth.

Then came my first publishing project, Books for Twins, bedtime stories specifically for twins. That started because I was tired of editing other books to suit my own twins. So I decided to write my own, and it unexpectedly became a hit. I taught myself everything about publishing from scratch and proved to myself that I could.

And now along with my Photography projects I co-own a thriving insurance brokerage with my husband, Jeremy. He's the sales guy, I run the business. We're a great team because we each bring something different to the table. It's our safety net, and it allows me to pursue the creative work I love while building long-term stability for our family.

I didn't finish college. In fact, I dropped out twice. But I've never stopped learning. I've taught myself everything I know - from photography and design to publishing, marketing and business strategy. I've made mistakes (so many!), but I've kept going.

Every wrong turn taught me something.

Every “yes” changed my path. Every client, every photo, every late night and creative risk - it’s all led here.

And now, I get to help you do the same.

Because if you’re reading this, you probably have a dream too. Maybe you’ve got a camera and a passion, but you’re unsure how to turn it into a business. Maybe you’ve already started but feel stuck. Maybe you just need a nudge - a reminder that you can do this.

This book is your nudge. Your roadmap. Your cheerleader in paperback form.

Because if I can go from muddy dog walks to photographing at the London Palladium, so can you.

Let’s do this - together.

## HOW TO USE THIS BOOK

This book is designed to be your roadmap to building a photography business that feels aligned, profitable and genuinely yours. It's not about following someone else's version of success - it's about creating a business that works for you and fits beautifully around your life, not the other way around.

Inside, you'll find the exact framework I've used myself and now teach to others, broken down into four key pillars of business success:

**Find Your Focus, Systems for Success, The Visibility Boost, and Grow Beyond Limits.**

Each section is designed to help you overcome common blocks, build your confidence and take intentional action.

I've packed in real-life examples, prompts to get you thinking, and plenty of space for you to reflect and plan.

Now here's the best part: you don't have to read it all in one go.

You might choose to follow the full journey, starting at the beginning and working your way through each pillar step by step. That's a great approach if you're starting fresh or want a complete reset.

But you can also dip in and out.

If you're feeling overwhelmed with pricing? Head straight to the Systems for Success section.

Need help finding clients or getting visible? The Visibility Boost is where you want to be.

Feeling stuck and unsure where you're headed? Go straight to Grow Beyond Limits.

This book is designed to meet you where you're at - whether you're holding your camera for the first

time with big dreams, or you're years in but want to level up with purpose.

So take what you need, skip what you don't (for now!), and come back to it whenever you feel ready.

Think of it as your business bible, your creative kickstart and your motivational boost all rolled into one.

However you choose to use it, I hope you find exactly what you need inside these pages and I'm so excited to see what you build.

## **Section One: Find Your Focus**

In this first section, we'll start from the inside out. You'll uncover your *why*, choose your niche, and start building clarity around who your ideal client is. We'll also dig into mindset - because let's face it, imposter syndrome, fear of failure and overwhelm are all too common in the creative world. This section is about aligning your passion with purpose and building the confidence to move forward.

## **Section Two: Systems for Success**

Once you've found your focus, it's time to build the systems to support it. This section will walk you through pricing your services with confidence, setting up your client workflows, using a CRM to stay organised, and putting solid financial practices in place. These are the behind-the-scenes pieces that make your business sustainable - and help you sleep better at night.

### **Section Three: The Visibility Boost**

Now that you know what you offer and who it's for, let's make sure people see it. In this section, we'll talk about building a brand that's authentically *you*, getting visible on social media (without burning out), growing an engaged audience, networking like a pro, and collecting powerful testimonials and social proof that help you stand out in a crowded market.

### **Section Four: Grow Beyond Limits**

This final section is about thinking bigger and creating long-term success. We'll look at setting meaningful goals, scaling your business in ways that feel good, and exploring other opportunities - from mentoring to passive income - that can help you evolve and expand.

If you're always trying  
to be normal,  
you will never know  
how amazing  
you can be."

*Maya Angelou*

**Section One**  
**Find Your Focus**

## Section One: Find Your Focus

### Part 1: Finding Your Why

If you're feeling overwhelmed or unsure where to start when it comes to turning your photography passion into a business - please know you're not alone.

It's incredibly easy to get stuck in a loop of questions like:

- What's my niche?
- How do I stand out?
- What should I focus on first?

And before you know it, you're deep in the spiral of overthinking - spending more time worrying than doing. That's exactly why we're starting here.

Before you dive into marketing, pricing or posting on social media, you need to uncover the single most powerful thing that will guide every decision in your business:

**Your Why!**

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### *Why Your “Why” Matters*

Without a strong sense of purpose, you’ll find yourself chasing every shiny object, trying to be everything to everyone, and ultimately feeling like you’re going nowhere fast. Believe me - I’ve been there.

But when you have a clear “why,” everything starts to align:

- Your brand becomes clearer.
- Your goals feel more meaningful.
- You attract clients who genuinely connect with what you’re about.

And when the inevitable challenges come up (because they will), you’ll have something to anchor you - something to remind you why you started.

Your why isn’t just a feel-good idea. It’s the fuel that will drive your consistency, focus, and growth.

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Your photography skills, your packages, your branding - all of that is important. But your clients will be drawn to your story and your passion. That's what sets you apart.

### *My Story*

When I first started out, I knew one thing for certain - I loved photography. I loved the way it allowed me to freeze a moment in time, tell a story through light and composition and help people see themselves or their business in a new light. But as much as I adored it, I quickly discovered that love alone wasn't enough to build a business.

There were moments when the phone didn't ring. When I'd stare at my inbox hoping a new enquiry would magically appear. There were days when I felt completely invisible, like no one even knew I existed. And in those moments, that little voice of self-doubt would creep in. "Maybe I wasn't cut out for this. Maybe I wasn't good enough."

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Maybe it was just a pipe dream.”

I questioned myself more times than I can count. I compared myself to other photographers who seemed to have it all figured out - beautiful websites, back-to-back bookings, a perfectly curated Instagram. I almost gave up. I even started telling myself, “Maybe this isn’t the right path. Maybe I should stick to what I know.”

But deep down, I didn’t want to give up. So I took a step back and asked myself the hard question: Why do I want this business?

That simple question changed everything. I realised it wasn’t just about taking pretty pictures. It was about something much bigger. I wanted freedom - for my family, for myself, for our future. I wanted the kind of flexibility that meant I could do the school run, take random Wednesdays off to go to the spa, or work late into the night when creativity struck. I wanted to prove that you didn’t need to follow the traditional path to build a life that felt right.

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More than that, I wanted to inspire others. To show people - especially women, creatives, and dreamers that it's possible to build something meaningful, something profitable, something fulfilling doing work that genuinely lights you up. I wanted to give others the courage to say "yes" to their big ideas, even when they felt messy or unpolished or terrifying.

Once I tapped into that deeper purpose, everything shifted.

My motivation skyrocketed. I stopped worrying so much about what other photographers were doing and started focusing on my strengths, my story, and the experience I could offer. I showed up more confidently. I communicated with more clarity. I booked more of the right clients, the ones who valued me not just for the images I delivered, but for the way I made them feel throughout the process.

And here's the best part: that kind of transformation isn't exclusive to me. You can have it, too. You just need to find your why.

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That anchor that keeps you going when things feel hard. That spark that reminds you why you started. When you know what truly drives you, beyond just “I love photography”, you stop chasing and start creating. You move forward with purpose. You become magnetic to the people who need exactly what you offer.

So if you're in that wobbly place right now, where the bookings aren't coming, or you're questioning your talent, or wondering if it's even worth it. I see you. I've been you.

I'm here to tell you that you can build a business you're proud of. You can earn a living doing something you love. You can create a life on your terms.

"People don't buy  
what you do,  
they buy why  
you do it."

Simon Sinek

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### *Time to Reflect*

Let's start uncovering your own "why."

You don't need a workbook or a perfect plan, just grab a notebook, open a blank document, or sit quietly and reflect on these questions.

Take your time and be honest. Nobody is going to see your answers but you.

#### *1. Why did you start doing photography in the first place?*

What was it that first drew you to pick up a camera? Was it the art, the storytelling, the emotion, the escape, the beauty of freezing time?

#### *2. Why do you want to turn photography into a business?*

Is it about flexibility and freedom? Financial security? The joy of making people feel seen

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and special? Or perhaps it's about proving to yourself that you can do it?

### *3. Now go deeper. Ask “why” again.*

If your answer is “I want financial freedom,” ask yourself—why is that important? Is it so you can treat your children, support your family, or finally feel like you're contributing in a meaningful way?

Keep peeling back the layers. Ask why again. And again.

At first, I thought I wanted financial freedom. But when I asked myself why, I realised it was because I didn't want my husband to carry all the financial pressure. I wanted to show my children what's possible. I wanted to feel independent and empowered because I got my first job washing pots at 13 and I have always paid my own way. That's the real why behind the business.

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### *Your Why is Your Compass*

Think of your why as your internal compass. When you're clear on your deeper purpose, it becomes easier to make decisions, prioritise your energy, and build a business that actually feels good to run.

You'll attract the right clients, set meaningful goals, and find yourself moving forward with clarity—even when things feel tough.

Take your time with this. Don't rush. Sit with your thoughts. Write down whatever comes to mind. And if inspiration strikes, keep going.

Once you've uncovered your “why,” everything else we cover in this book will start to click into place.

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### Part 2: Choosing Your Niche

Now you've started to uncover your "why," let's talk about the next piece of the puzzle, your niche.

I know the word *niche* can sometimes bring up panic. Maybe you're thinking, "I don't want to limit myself," or "What if I choose the wrong one?" But trust me choosing a niche can be a game-changer for your business. It's not about putting yourself in a box. It's about creating clarity.

When you choose a niche, three powerful things happen:

#### ***1. You Stand Out***

Instead of blending in with the crowd, you position yourself as the go-to expert in your space. People know what you do, and more importantly, they remember you for it.

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### ***2. You Attract the Right Clients***

When your work speaks clearly to a specific type of client, those people feel seen and understood. They're more likely to trust you and hire you.

### ***3. You Build Confidence in Your Craft***

Specialising helps you refine your skills, create consistent work, and develop a recognisable style. You're not trying to master everything. You're becoming great at something.

When I first started out, I did a bit of everything. I knew I wanted to make money from photography, so I stuck a studio in the garden and started offering family portraits. But honestly? I wasn't enjoying it. And because I didn't love it, it never really took off. I tried weddings too. Again—just not for me.

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Things changed when I volunteered to photograph our local Pantomime. I found myself backstage, capturing the energy, the rehearsals, the story behind the show and I loved it. It felt like coming home. I'd grown up as a theatre kid, and suddenly I was back in that world, but this time with a camera in my hand. Suddenly it all started to become clear.

At the same time, I was using my business brain to help friends promote their own businesses. I was photographing products, services, behind-the-scenes moments and I realised this was my thing. I fell in love with storytelling photography for brands and events.

That's when it all clicked. My niche became what some call "Branding and PR" or "Corporate Photography," and it aligned perfectly with both my creative side and my business-savvy mindset.

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### *Why You Need a Niche*

It's tempting to try and do it all, especially when you're just starting out. You don't want to turn away potential clients, so you say yes to everything. But in doing so, you end up stretched thin, creatively confused, and struggling to market yourself.

When you try to speak to everyone, no one really hears you.

But when you choose a niche, your message becomes clear, your audience becomes specific, and your work starts to connect with people on a deeper level.

Here's an example: imagine a couple is searching for a wedding photographer. Are they more likely to choose someone who does a bit of everything, newborn photography, a bit of product, pet portraits and events.

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Or someone who specialises in heartfelt, story-driven wedding photography only? They'll almost always go for the specialist, because they'll trust that person understands their needs.

If you're not sure where to start don't worry. We're going to look at a few niches now.

Here are just a few popular niches in photography:

- ***Weddings*** – Capturing one of the most important days in a couple's life.
- ***Branding & Commercial*** – Helping businesses visually showcase their products or services (this is one of my favourites).
- ***Portraits*** – Families, headshots, solo shoots —this is a versatile and high-demand area.

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- ***Events*** – Think corporate functions, birthdays, conferences, red carpet shows. There's nothing quite like the adrenaline of capturing moments in real-time.
- ***Lifestyle & Travel*** – Telling stories through everyday moments and unique experiences on location.

Don't be afraid to explore multiple niches and go with what feels right for you.

Sometimes experimenting will reveal passions you didn't even know that you had

### ***Finding the Sweet Spot***

One of the things that we need to be mindful of when we are choosing a niche is how to strike a balance between Passion, Skill and Profitability.

What are you passionate about? What kind of photography excites you the most? Where

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do your strengths lie? What are you naturally good at? Do you have an eye for detail or do you thrive on catching candid moments?

Don't forget it's got to be profitable so what's the market demand? Are there clients who need this type of photography?

To help you balance these three factors you need to think of them as overlapping circles like a Venn diagram, so where your passion, skill and profitability intersect that's the sweet spot that we need to find.



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Passion and skill are important but profitability matters if you want to make a business out of this so if you love to photograph landscapes but there's no local demand for it think about how you can creatively adapt that skill to a more profitable niche. Perhaps you can look into travel or commercial photography.

Don't get me wrong there are photographers who make money from taking landscapes but it is probably one of the hardest Niches to actually make a profit from.

Having said that, in lockdown I wasn't making any money from photography because all the events I had booked in had been cancelled so I took myself off and shot lots of local landscapes in my home town. I had prints made up of the surrounding area and booked a stall at our local Saturday market where I sold a good number of prints.

It didn't fill me with passion but I wanted to keep the photography going and I needed to

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make some money. This is a great example of where skill and profitability came together but I didn't quite have the passion for it.

You want to find something that gives you all three, Passion, Skill and Profitability.

### *Now It's Your Turn*

Take a moment to reflect on what type of photography excites you most.

Ask yourself:

- What kind of shoots do I enjoy the most?
- Where do I feel most confident?
- What do people compliment me on?
- What types of photography is in demand in my area (or online)?
- What stories do I want to tell through my images?

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You don't have to get it perfect right away. Niches can evolve. But starting with clarity, even if it's just a direction, will help you grow faster, book better clients, and create a business that actually feels good.

Remember: choosing a niche doesn't mean limiting yourself. It means giving yourself the freedom to become an expert, build trust, and align your work with your strengths, passions and goals.

Let yourself explore. Stay curious. And trust that you'll find your way.

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### Part 3: Identifying Your Ideal Client

You've started to define your "why" and narrowed down your niche, the next step is just as important.

You need to understand who you want to work with.

If you've ever struggled to attract clients, or if your marketing just isn't landing, there's a good chance it's because you're trying to speak to everyone. And when you speak to everyone, no one really hears you.

It's exhausting trying to market yourself for weddings, headshots, families and branding clients all at once.

Your message gets diluted, and your audience will just get confused.

When you take the time to identify your ideal client your message becomes clear and you'll start attracting the right people.

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### *Why It Matters*

Let's break down what happens when you truly understand your ideal client:

#### **1. *Your Marketing Gets Easier.***

You'll know exactly what to say, where to say it, and how to say it because you're speaking directly to the person you want to attract.

#### **2. *Your Pricing Feels Right.***

Instead of undercharging out of fear, you'll be able to confidently set rates that reflect your value because your dream clients understands and appreciates what you offer.

#### **3. *You Feel More Fulfilled.***

Working with clients who align with your values and creative style leads to better relationships, better projects and a lot more fun.

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### *Step Into Their Shoes*

To identify your ideal client, you need to know what they need and how you can help them. Start by stepping into their world. Ask yourself:

- What are they looking for in a photographer?
- What are their biggest struggles or pain points?
- What do they dream of?
- How can your photography help them achieve it?

Let's say you're a wedding photographer. Your ideal client might not just be looking for "someone to take photos." They might be searching for someone who captures real, emotional, unscripted moments, someone who tells the story of their day.

Their pain point is that they're worried their wedding photos will end up feeling stiff or impersonal.

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Their dream is to have a collection of images that brings back every emotion, every laugh, every tear. They want photos that feel like their day.

When you understand your client at this level you can shift your message from “I’m a wedding photographer,” to “I specialise in capturing raw, heartfelt moments so you can relive the magic of your wedding day for years to come.”

It’s so much more powerful.

### *Create Your Dream Client Profile*

Let’s get practical. Start by completing this sentence:

“My photography focuses on helping [target audience] achieve [desired outcome].”

For example:

*“My photography focuses on helping wedding couples achieve timeless memories and emotionally rich wedding stories.”*

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Now ask yourself: Why did you start this business? Was it because you believe in the power of storytelling through photography or maybe you want to empower people to see their own beauty.

Combining your answers creates a strong foundation for understanding and communicating with your ideal client.

If you want help figuring this out, AI tools like ChatGPT can be incredibly useful. Once you've written your sentence you can try a prompt like this:

“My photography business focuses on helping [insert audience] achieve [insert outcome]. I started this business because [insert belief or personal reason]. I want to understand my ideal client to ensure my services, marketing, and messaging truly resonate. Can you help me create a detailed dream client profile that includes their fears, challenges, desires, values, and buying behaviours?”

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For example:

*“My photography business focuses on helping wedding couples achieve timeless memories and captivating wedding stories. I started this business because I love capturing real emotion and storytelling through photography. I want to understand my ideal client to ensure my services, marketing, and messaging truly resonate.”*

Chat GPT will give you insight into things like:

- Their biggest fears (e.g. hiring the wrong photographer)
- Their challenges (e.g. not knowing what questions to ask)
- Their dreams (e.g. beautiful, authentic photos that don't feel staged)
- Their values (e.g. connection, emotion, detail)
- What influences their decision (e.g. reviews, portfolios, recommendations)

Now you can use the information given to shape how you show up online, what you post, how you price yourself and what services you offer.

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### *Keep These Insights Close*

Every time you create a social post, write an email, build a package, or run an ad—think back to your ideal client. What are they worried about? What do they want? What will make them feel seen and excited to work with you?

And remember, this isn't about narrowing yourself so much that you feel boxed in. It's about directing your energy, your creativity and your passion toward the people who will value it the most.

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### Part 4: Mindset

Now let's talk a little about mindset, because how you think about yourself, your work and your value will directly affect how confidently you show up and grow your business.

If you've ever struggled with self-doubt, fear of failure or that nagging feeling that you're just not good enough you are not alone.

Every creative person, including the most successful photographers out there, have been in your shoes. I can promise you that.

The good news is these mindset blocks can be overcome. This is the work we're going to start doing now.

#### *Why Mindset Matters More Than Gear*

You could own the most expensive camera on the market, be a master at editing and even have a decent stream of enquiries coming in, but if your

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mindset isn't in the right place, you'll struggle to build a thriving photography business.

Why is that I hear you asking - because your thoughts influence your actions.

If deep down you don't believe you're good enough or that people will actually pay for your work, you'll undercharge because you're afraid of rejection, hold back from creating packages or showing up online and you'll stay stuck in "learning mode" instead of putting yourself out there.

Business success isn't just about strategy. It's about confidence. And confidence comes from actively working through the mental blocks that are holding you back.

And just so we're clear, this isn't something you need to work on once, I've been working professionally for over a decade, and I still have to give myself regular pep talks.

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Let's talk about some common mindset blocks and how to tackle them.

### *1. Fear of Failure*

One of the most common mindset blocks is fear of failure. Hesitating to take action because you're afraid of getting it wrong.

The thought process usually sounds like “What if I mess up?”, “What if people don't like my work?” or “I'm not ready yet.”

But here's the truth: no one ever feels 100% ready. Every photographer has made mistakes. Every single one. The difference between those who succeed and those who stay stuck is simply that successful people keep going anyway.

Let me tell you about one of my own biggest fails. I once photographed a huge 12-hour conference. I was exhausted, I'd taken hundreds of photos I was feeling really proud of myself. Until I got home and uploaded everything to the awful realisation

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that every photo was slightly out of focus.  
Massive fail!

Turns out, I needed glasses. But I didn't quit. The client still used the images. I learned the lesson, booked an eye test, and carried on.

We all mess up and that is how we grow.

### *2. Imposter Syndrome*

The classic: "Who am I to do this?"

Imposter syndrome is that voice in your head telling you you're not really a photographer, that others are more qualified, more talented, more... something.

I experience it every year when I photograph a big award show. I'm there to capture the behind-the-scenes magic, the crew, the energy, the real story of the event. I walk in with my trusty old camera and a simple 50mm lens, surrounded by photographers with massive lenses and heavy-duty gear.

## Section One: Find Your Focus

I've had people look me up and down, clearly wondering what I'm doing there. Some actually ask me if I'm using that camera only! I used to think, "I don't belong here I'm not a real pro."

But here's the thing: I've been hired every year for the same event. Not by accident, but because I deliver what they need and I'm good at what I do.

You belong in the rooms where you're paid to be.

### *3. Perfectionism*

Another mindset trap: "I'll launch my website or I'll post on social media or I'll start charging... once everything is perfect."

Did you know perfectionism is just fear in disguise.

I delayed launching my website for weeks, even when it was basically done, I kept tweaking photos, changing layouts, trying to make it flawless. And you know what? None of that mattered as much as just getting it out there.

## Section One: Find Your Focus

Google rewards consistent updates. Clients want to see real work, not polished perfection.

Progress always beats perfection.

The same applies to your portfolio, your pricing, your content. Stop waiting to be “ready.” Get it out there, then tweak it as you grow.

### *4. Self-Doubt*

This sneaky one shows up when you’re constantly asking: “Am I really good enough?” or “Why would anyone hire me?”

Self-doubt is like imposter syndrome’s clingy little sister. You don’t have to fully believe in yourself yet to start. You just have to take action anyway.

Confidence isn’t something you’re born with, it’s built, day by day, through doing the work and reminding yourself how far you’ve come.

## Section One: Find Your Focus

### ***Moving through Mindset Blocks***

So how do you begin to move through these mindset blocks?

Here's what works for me:

#### ***1. Celebrate the Small Wins***

Booked a client? Took a photo you're proud of? Got a lovely comment on Instagram? Celebrate it.

I make it a habit to look back each week and list three small wins. It's a powerful mindset booster.

#### ***2. Read and Learn***

There are so many great books on mindset and confidence. A quick Google will give you hundreds.

Two of my personal favourites are *Everything is Figureoutable* by Marie Forleo and *Eat That Frog* by Brian Tracy.

## Section One: Find Your Focus

Marie's book is like a pep talk in print, it reminds you that no matter what challenges come your way, you have the power to find a way through. It's all about ditching excuses and embracing progress over perfection.

*Eat That Frog* is ideal if procrastination tends to creep in. Brian's advice is all about tackling the biggest, hardest tasks first so you stop overthinking and start doing.

Both are easy to read, super motivating, and full of practical strategies that will shift how you approach your day and your business.

### ***3. Reflect on Your Progress***

This one's huge. Go find one of the very first photos you ever took. Now put it next to something you've done recently. See that progress? That's growth. That's proof that you're getting better all the time.

## Section One: Find Your Focus

### *4. Keep Developing Yourself*

I'm always learning. New courses, YouTube videos, tutorials. I stay up to date, because the more I grow, the more confident I feel.

Personal development is everything when it comes to mindset.

Your mindset isn't fixed. It's a muscle you can strengthen with practice. When you choose to believe in your talent, take imperfect action, and stay focused on growth, everything changes.

Here's your challenge: reflect on what mindset blocks might be holding you back right now.

- Where are you hesitating?
- What fears keep coming up?
- And what small action can you take today to move past it?

Write it down. And come back to it whenever you feel stuck.

## **Section One: Find Your Focus**

You've got this. And if you ever forget that, let this book remind you.

"Success doesn't come from  
what you do occasionally,  
it comes from what you  
do consistently."

*Marie Forleo*

**Section Two**  
**Systems for Success**

## Section Two - Systems for Success

### Part 1: Pricing

Let's be honest, pricing your photography can feel awkward. Maybe you worry that if you charge too much, people won't book. Or maybe you look at what others charge, try to copy it, and hope for the best.

Pricing isn't just about numbers. It's about self-worth, strategy, and confidence.

Have you ever felt like clients only want the cheapest photographer? Like it doesn't matter how much creativity, time, or care you put into your work?

Let me reassure you: the right clients aren't looking for cheap. They're looking for someone who understands them, delivers quality, and creates a memorable experience.

When you focus on communicating your unique value and crafting an experience that feels intentional, personal, and polished, you'll attract

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clients who are willing, and happy, to invest in YOU.

### *Calculate Your Costs*

Before you can confidently price your services, you need to understand what your work actually costs you.

This includes everything from the gear you use to the time you spend editing, driving to shoots, even updating your website.

When you see these numbers clearly, you'll stop treating your prices like random guesses and start seeing them as informed, empowered decisions.

Let's take a moment to look at what everything costs you now. You can write in this book or simply use the chart as an example to get you started.

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| <b>Business Expense</b>          | <b>Estimated Cost (Per Month or Year)</b> |
|----------------------------------|---|
| Camera Equipment                 |   |
| Lenses                           |   |
| Lighting Gear                    |   |
| Memory Cards & Storage           |   |
| Editing Software & Subscriptions |   |
| Marketing & Website Costs        |   |
| Insurance                        |   |
| Travel Expenses                  |   |
| Props & Backdrops                |   |
| Studio Rental or Utilities       |   |
| Education & Training             |   |
| Miscellaneous Costs              |   |

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Take your time and be as thorough as you can. Every little expense matters. Once you have a clearer picture of your costs, you can calculate how much you need to make to break even and then build profit into your pricing from there.

This step alone can be so empowering. You'll no longer feel like you're pulling numbers out of thin air. You're pricing from a place of clarity and confidence.

### *Define Your Value*

Now let's move beyond numbers. This is about knowing what makes you valuable.

Ask yourself:

- What makes me different as a photographer?
- What do clients often compliment me on?
- What do I bring to a shoot that others might not?

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Maybe it's your calm energy, your creative vision, your storytelling style, or your ability to put people at ease. Write down the top three reasons someone should book you over anyone else.

When you know your strengths, you stop competing on price and start leading with value.

### ***Create a Pricing Structure That Reflects You***

The most effective way to present your pricing is by offering clear, well-structured tiers. These give your clients flexibility while subtly guiding them toward your most valuable (and profitable) option.

Here's a simple three-tier structure to try:

**1. *Basic Tier*** - This is your entry-level package. It includes the essentials—perfect for budget-conscious clients who still want quality. Think of this as the “get your foot in the door” option.

**2. *Mid-Tier (Most Popular)*** - This is your hero package, the one most of your clients will book. It includes added value, maybe a longer shoot, more

images, or something extra that makes it feel special.

**3. *Premium Tier*** - This is your high-end, all-the-frills experience. It's designed for clients who want the best of everything. Full service, luxury touches, maybe even printed products or extended sessions.

Think about how each tier solves a different set of problems or meets a different level of need. Then, write out exactly what's included in each one and what transformation or experience it provides.

### ***Practice Saying Your Prices Out Loud***

If you've ever stumbled through a pricing conversation with a potential client, you're not alone. The more you say your prices, the more comfortable you'll become.

Stand in front of a mirror, or role-play with a friend. Practice saying your prices clearly, confidently, and without hesitation.

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*“My storytelling sessions are £297 and include up to two hours on location, a full gallery of edited digital images, and unlimited licensing for personal use.”*

The more natural it feels to say it, the more confidently you'll present it when it counts.

### ***Celebrate a Pricing Win***

Whether you've just worked out your rates, created your first package, or booked a client at a new price point, celebrate it.

These milestones might seem small, but they are massive steps forward in your business.

Make it a habit to reflect on your progress each week. Look at how far you've come, and remind yourself: you're building something real, something valuable and you're doing it with purpose.

Remember you don't have to be the cheapest. You don't have to explain or apologise for your

## Section Two - Systems for Success

pricing. You just need to understand your worth, know your numbers, and communicate clearly.

When you're priced with intention, you attract the kind of clients who don't just want a photographer, they want you.

So take the time to review your expenses, write out your pricing tiers, and start showing up like the professional you are.

## Section Two: Systems for Success

### Part 2: Workflow & CRM

If you've ever found yourself buried in emails, losing track of enquiries, or scrambling to remember where you left off with a client, you're not alone. A smooth client journey isn't just for your clients' benefit; it's for your peace of mind, too.

That's where systems come in.

You don't need to be super techy or run a huge business to put good systems in place. You just need the right tools and a workflow that supports how you work best.

Here's how I run things behind the scenes in my photography business and how you can adapt the same system to work for you.

#### ***Step 1: Start with a Solid Website***

My website is built in Wix, which I love because it's simple, visual, and easy to update. But the most important thing is your website should

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make it easy for clients to understand what you offer and get in touch with you.

### *Here's what I recommend including:*

- A clear breakdown of your services and packages
- A strong call-to-action (like a “Book Now” or “Enquire Here” button)
- A professional contact form
- An online booking tool if you offer sessions like mini shoots or headshots

Wix allows you to embed client forms and booking systems right into your website. That means clients can enquire, complete questionnaires, and even choose a time slot without the endless back-and-forth emails.

Make your forms intentional. Ask just enough to help you understand what your client needs, but not so much that they abandon the form altogether.

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### *Step 2: Centralise Your Client Management*

Once a client fills in my contact form or books a session through Wix, their information flows straight into my CRM (Customer Relationship Management) system for which I use Dubsado.

If you haven't heard of Dubsado before, it's like having an ultra-organised personal assistant. It helps me:

- Store client contact information
- Track communication (every email sent or received is stored in one place)
- Send contracts, forms, and invoices
- Create and automate workflows for each type of shoot
- 

It's honestly a game-changer.

With Dubsado, I never have to dig through my inbox for a message or wonder if I've already sent a reminder. Everything is in one place, easy to access, and connected to each client.

## Section Two: Systems for Success

### ***Step 3: Map Out Your Workflow***

Now that you've got the tools, let's talk about your actual workflow. What happens at each step from enquiry to delivery?

Here's an example of what my workflow might look like for a fine art portrait shoot in my studio:

- ***Initial Enquiry (via Wix form)***
  - Automated thank-you message goes out
  - I receive a notification in Dubsado
- ***Follow-Up Email (within 24 hours)***
  - Sent from Dubsado with a link to my brochure and next steps
- ***Client Books Session***
  - They choose a time and date through my booking system
  - Dubsado automatically sends a contract + invoice
- ***Pre-Shoot Questionnaire***
  - Sent via Dubsado to gather key information and preferences
- ***Shoot Day***
- ***Thank-You Email & Editing Begins***

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- ***Image Delivery***
  - Via WeTransfer
  - Testimonial Request

That whole process used to be manual. Now, with systems in place, it mostly runs itself and I can focus on the creative side.

You don't need to automate everything. But even automating just a few steps can save hours of time and create a more consistent experience for your clients.

### ***Step 4: Keep it Personal***

A good system should never feel robotic. Your emails, forms and follow-ups should still sound like you. Dubsado lets you create templates and workflows, but you can personalise every part.

Write your emails the same way you'd speak in real life. Add touches like client names, specific references to their shoot, or even a fun GIF in a confirmation email.

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The goal is to feel human and professional not like a corporate robot.

### *Step 5: Review, Refine, Repeat*

Systems aren't "set it and forget it." As your business grows, your workflow might need to change.

I review mine regularly and ask:

- Is anything confusing for the clients?
- Where am I still doing manual work that could be automated?
- Are clients having a great experience from start to finish?

If something feels clunky, change it. Your systems should serve you—not stress you out.

Putting systems in place doesn't mean you're being cold or robotic it means you're building a business that runs smoothly, consistently, and with intention.

## **Section Two: Systems for Success**

By combining tools like Wix for your website and Dubsado for your CRM, you can create a professional, streamlined journey that makes clients feel taken care of from the very first click.

And most importantly? These systems free up your time, so you can focus on what you do best.

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### Part 3: Financial Organisation

Let's talk financials because knowing your numbers is one of the most powerful things you can do as a business owner.

This isn't about becoming a financial expert overnight. It's about giving yourself clarity and control.

When you understand your income, your expenses, and your goals, you'll be able to make smart decisions, avoid stress and confidently grow your photography business.

I've personally used QuickBooks, Xero, and even a good old-fashioned Excel spreadsheet. Honestly, it doesn't matter which one you pick. What matters is that you use it consistently and that it works for you.

And please, get yourself a good accountant or bookkeeper. They're worth their weight in gold. They'll save you hours of time, help you stay

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compliant, and can often help you save money too.

### *Track Your Income*

You need to know what's coming in—and from where.

Whether it's mini sessions, event photography, product shoots or digital downloads. Record it all.

Tracking your income allows you to:

- See which services are most profitable
- Identify patterns and trends
- Set realistic income goals
- 

Separate your business and personal bank accounts. It keeps your records clean and simplifies tax time.

## Section Two: Systems for Success

### *Record Every Expense*

Yes, even the small ones. Props, snacks for shoots, parking tickets. It all adds up.

Here are some common photography expenses you might want to track:

- Camera gear & repairs
- Software (Lightroom, Photoshop, Dubsado)
- Website fees (like Wix)
- Marketing and advertising
- Studio rent or utilities
- Education & training
- Travel and fuel
- Insurance
- Props, backdrops, print materials
- 

Use whatever tool makes this easiest for you.

QuickBooks and Xero can pull in bank transactions automatically, but if you prefer spreadsheets, create a tab for each month and log everything regularly.

## Section Two: Systems for Success

### *Set Income Goals (And Break Them Down)*

Let's say your goal is to earn £36,000 a year.  
That's £3,000 a month.

If your average client spends £300, that means  
you need to book 10 clients a month.

Or, if you're offering high-ticket brand shoots at  
£1,000, you only need 3 per month.

Break it down by:

- Service type
- Price point
- How many you need to sell each month

This gives your pricing, promotions, and social  
media strategy a purpose and helps you track if  
you're on course.

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### *Plan for Tax*

Don't let tax sneak up on you. Set aside 20–30% of every payment you receive into a dedicated savings pot for tax. It takes the panic out of tax season and puts you in control.

If you're VAT registered or running a limited company, your accountant will guide you through the more complex bits but even sole traders benefit hugely from this habit.

### *Make It a Monthly Habit*

Choose one day each month to sit down and look at your numbers. I call mine my Money CEO Day:

- How much you earned
- Where your money went
- What your most profitable services were
- What you need to focus on next month

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Light a candle. Pour a nice drink. Make it feel like a celebration of running your own business, because it is.

You don't have to be great with numbers to be great with money. But you do need to *pay attention*.

Use whatever system works for you, just be consistent. Track your income. Record your expenses. Set clear goals. Celebrate progress. And don't be afraid to get help.

You're not just a creative, you're a business owner. And that includes building financial systems that support your vision, your lifestyle, and your future.

**SECTION THREE**  
**The Visibility Boost**

## Section Three: The Visibility Boost

### Part 1 - Branding

Let's start at the very beginning - what is branding?

It isn't just about having a fancy logo, a pretty website, and some matching business cards (although those things do help).

Branding goes much deeper than that.

Your brand is you. It's your vision, your values and your voice. It's how people feel when they come across your business, and how they remember you long after you've delivered the final gallery.

Yes, the visual stuff matters. Of course it does. But honestly? It's the emotional feelings that really sticks. People won't always remember your font choice or your colour palette but they will remember how you made them feel, how easy you were to work with, and how aligned everything felt when they landed on your page or opened your emails.

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And here's the thing most people don't tell you...

Branding Takes Time.

You don't just wake up one day and have a strong, polished, instantly recognisable brand. That stuff takes time. It evolves as you evolve.

You'll try things. Some will work, some won't. You'll tweak your tone of voice, your visual style, your messaging and that's okay. In fact, that's part of the magic.

There's no rush here. A brand that's built slowly, intentionally and honestly will always outlast one that was thrown together overnight just to "look professional."

Jeff Bezos said - "Your brand is what other people say about you when you're not in the room."

Your brand isn't what you say it is, it's what your clients think and feel about you after working with you. It's your reputation. And building a

### **Section Three: The Visibility Boost**

reputation takes consistency, care and showing up as your real, honest self.

So don't worry about having it all figured out today. Focus on being consistent, clear and genuine. That's what creates a brand that people connect with and will come back to again and again.

"Your brand is what  
other people say  
about you when  
you're not in the room."

Jeff Bezos

### Section Three: The Visibility Boost

#### *Where to start with Branding?*

The best place to start is with your mission statement. Your mission statement is actually one of the most important parts of building a brand that's focused, purposeful, and aligned with why you do what you do.

But what is a mission statement? In simple terms, your mission statement is a short, clear statement that sums up:

- What your business does
- Who it's for
- And why it exists

It's your way of saying: this is what I stand for, this is who I help, and this is how I show up in the world.

A strong mission statement helps you stay on track as your business grows. It guides your decision-making, shapes your messaging and gives your brand a solid foundation. It's not just for your website, it's for you, too.

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To come back to when you're making choices or wondering whether something truly fits your vision.

Your mission doesn't need to sound over-complicated or full of buzzwords. In fact, the best mission statements are honest, specific, and feel like you.

Key elements typically included in a mission statement are:

- ***Purpose:*** Describes why the business exists, its primary function, and the needs or issues it aims to address.
- ***Values:*** Articulates the core principles and beliefs that guide the businesses decisions and actions.
- ***Vision:*** Offers a glimpse into the desired future or the impact the business aspires to achieve.

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- ***Target Audience or Beneficiaries:***  
Specifies the primary groups or communities the business aims to serve or benefit.
- ***Unique Selling Proposition (USP):***  
Highlights what sets the business apart from others in its field.

A good mission statement provides a framework for decision-making, inspires employees and communicates the business identity to potential stakeholders, customers, and the public.

It serves as a compass, helping the business stay focused on its core purpose and values.

Do you have a mission statement? If not don't worry. We can take some time right now to get clear on what it is.

To give you an example here's mine -

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*“My mission is to inspire and empower photographers to confidently turn their passion into a thriving business so that they can earn money doing what they love, enjoy more freedom in their lives and create a fulfilling future for themselves and their families. Through simple, actionable steps, I help them overcome overwhelm, find clarity, and start seeing real results.”*

Now to create your mission statement you need to think about why you have started your business, what do you want your business to achieve, and who are you targeting. Think about if your business had a personality what keywords would you use to describe it?

For example, the keywords for The Big Ambition Company (my company) are: Inspiring, Positive, Encouraging, Creative and Harmonious.

Take some time to think about what your keywords might be for your business.

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If you can't think of five then don't worry. How many words do you have, 2, 3? The number of keywords isn't essential as long as you have enough words to get a good feel of your values.

If you have more than 5, make a list and start to circle the words that speak to you the most. Continue this process until you are left with only five.

Your final keywords will be the basis of your brand, and should be remembered each time you deal with clients, create artwork (more about this shortly) or when you post anything on social media.

Once you've explored your "why" and the words that truly represent the heart of what you do, it's time to pull it all together.

Using your answers, have a go at drafting your mission statement. Don't overthink it, just aim for one or two sentences that sum up who you help, how you help them, and the impact you want

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your business to make. This doesn't have to be perfect on the first try.

Write it out, say it out loud and tweak it until it feels like something you'd be proud to share.

This is your chance to put your passion into words and lay the foundation for a business that reflects exactly who you are and what you stand for.

#### ***Brand-boards***

One of my favourite things about branding a business is putting together a brand-board. It's such a creative and grounding part of the process! If you're wondering what on earth a brand-board is don't worry, it's really simple.

A brand-board is a single place where you keep a record of everything that visually (and emotionally!) represents your business. That includes your brand colours, fonts, textures, tone of voice, and even keywords that describe the overall feel of your brand. It's like your brand's personality on a page and it helps you stay

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consistent across everything you put out into the world.

You can tell so much about a business just from the feel of what they share, even without seeing their logo.

Think about this for a moment...

Imagine scrolling through someone's Instagram or website and everything you see is soft, warm, and pastel-toned. Maybe there are handwritten-style fonts and gentle textures. You get a cosy, handmade, personal feeling from it straight away, like this is a brand that really cares about the little details.

Now, picture something totally different. The colours are bold or dark, the fonts are clean and modern, maybe even a bit sharp. The tone feels more corporate, more serious, like the company is targeting a wider, more general audience. You can sense that this brand is about efficiency, strength, and professionalism.

Neither is wrong. They're just telling two very different stories.

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That's the power of branding. It doesn't shout, it shows.

The choices you make about your colours, your font, the textures you use, and even how you write your social posts all add up to help people understand who you are and what you're about without you even having to say it.

Steve Forbes, the Editor-in-Chief of Forbes magazine once said:

"Your brand is the single most important investment you can make in your business."

"Your brand is the  
single most important  
investment you can make  
in your business"

*Steve Forbes*

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Your brand isn't just about having a nice logo or a decent-looking website. It's about the feeling people get when they come across your business. It's the trust you build, the message you put out there, and the way you show up consistently and confidently.

When you invest time and energy into building a brand that really reflects who you are and what you stand for, it changes everything. It helps you attract the right clients, stand out for the right reasons, and grow a business that feels solid, purposeful, and you through and through.

So yes your brand is 100% worth the investment. Because it's not just what people see it's what they remember.

Your brand-board is there to remind you of who you are. It helps you keep your visual style, tone, and energy aligned with your values, the same keywords you identified earlier when writing your mission statement.

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Every time you post on social media, design a flyer, create a course graphic, or update your website, you can come back to your brand-board and ask:

- Does this feel like me?
- Does this reflect the experience I want to give my clients?
- Am I being consistent with the brand identity I've created?

If the answer is yes, you're on track.

#### ***Creating your brand-board***

Creating a brand-board is not only useful for internal reference but also for communicating your brand identity to external partners, designers, or anyone involved in creating content for your business. It serves as a visual anchor, ensuring that your brand remains cohesive across various platforms and materials.

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Breaking down your brand makes the whole process seem much less daunting.

Let's begin with colour. There are many feelings associated with colour. You just have to google colour psychology and you will be overwhelmed with the information you receive.

You don't need a fancy colour chart in front of you to start thinking about what colours represent your brand. You just need to use your gut instinct and your keywords.

Close your eyes for a second and imagine your brand as a colour palette. Based on the values and words you've chosen what colours come to mind?

If your brand feels calm and nurturing, maybe you're picturing soft pastels or earthy tones. If it's bold and high-energy, you might be thinking vibrant reds or deep navy blues.

Maybe your brand feels elegant and timeless, think monochrome or muted neutrals.

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Ask yourself:

- Do these colours reflect how I want my clients to feel?
- Would I be proud to see these colours representing my business across my website, socials, and packaging?
- Are any of my keywords showing up visually in these colours?

You might find that certain shades feel like a perfect fit, while others just don't sit right and that's totally okay. Trust your instincts. You know your business best.

Pick a colour and start to think about a colour scheme for your company. There are many colour scheme resources available online to help you come up with colours for your brand. I use Coolors, for all my colour scheme need - <https://coolors.co>

It's easy to use and once you have locked in your main colour you just keep clicking through the various schemes it provides, you can change the

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tone of colours and create unique schemes all for free.

Now let's look at your font. The same rules apply to font as colour. Choose fonts that harmonious with your keywords.

A good tip for this is to pick one of your key words and type it into google followed by the word font. For example open google and type the words vintage fonts and have a look at some of the examples that appear.

You want to come up with 2 fonts for your brand-board. They should be a contrast from each other but also look good next to each other. Head over to [Canva.com](https://www.canva.com), a great website which will pick matching fonts for you.

Lastly if you have any icons or textures that you use you can add these to your brand-board too.

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#### ***Putting Your Brand-board Together***

Creating your Brand-board doesn't have to be a job for a designer. You can literally throw all your bits together on one page and keep it somewhere safe. Be creative or don't be creative. It's really up to you.

Use your brand-board every time you create any artwork or posts on social media etc. Its a great reference guide and means you will always be consistent.

#### ***5 Things to keep in mind when creating your brand.***

Creating a strong brand for your new business is crucial for building recognition and establishing a positive reputation.

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Here are five tips to keep in mind:

**1. *Define Your Brand Essence:*** Clearly articulate what your business stands for and its core values. Ask yourself what makes your business unique and how you want to be perceived. This forms the foundation of your brand identity.

**2. *Know Your Target Audience:*** Understand your target audience's needs, preferences, and behaviours. Tailor your brand to resonate with your ideal customers. Knowing your audience helps in creating a brand that connects on a deeper level.

**3. *Consistency is Key:*** Maintain consistency across all brand elements, including logo, colour palette, typography, and messaging. Consistency builds trust and makes your brand more memorable. Create a brand style guide to ensure uniformity in all brand representations.

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**4. *Be Authentic and Genuine:*** Authenticity is a powerful component of successful branding. Be true to your brand values and mission. Customers appreciate businesses that are genuine and transparent, and authenticity fosters a stronger connection with your audience.

**5. *Adaptability and Scalability:*** Design your brand elements with adaptability and scalability in mind. Consider how your brand will look and feel across different platforms and mediums. Ensure that your brand can evolve with the growth of your business without losing its core identity.

Remember, building a brand is an ongoing process. It requires attention, care, and adaptation as your business evolves and grows. Stay attuned to your market, listen to your customers, and be willing to refine and enhance your brand strategy as needed.

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## **Part 2 - Social Media and Building your Audience**

You've got your pricing sorted, your workflow is flowing, and your finances are under control. Now it's time to talk about visibility, how to actually get eyes on your work, build an engaged audience, and attract the right clients consistently.

Let's start with the obvious powerhouse: social media.

Social media is one of the most powerful tools photographers have. It's free. It's visual. It's interactive. And when used well, it can build trust, loyalty, and a client base faster than almost anything else.

But social media isn't a strategy, it's a tool within your strategy. And if you rely solely on Instagram or TikTok to build your business, you could be setting yourself up for a big shock.

### **Section Three: The Visibility Boost**

How do I know? Because I've lived it.

#### ***Why You Shouldn't Rely on Social Media Alone***

At one point, I had built a strong, authentic following on Instagram for one of my businesses. I'd worked hard on my content, engaged with my audience, and built a real community of people who cared about what I shared.

And then one day - poof - it was gone. My account was hacked, suspended, and then permanently deleted.

I lost years of content. I lost a huge portion of my following. I lost what felt like my entire online presence in a matter of minutes.

And the worst part? I had no way of getting it back.

But thank goodness I had something else: an email list.

### **Section Three: The Visibility Boost**

Because I'd been building my email list alongside my social media, I was able to contact my audience, explain what had happened, and within the first 24 hours, I had over 1,000 followers back on a brand new account.

That moment was a game-changer for me. It was the moment I realised: Your email list is the only audience you actually own!

Social media platforms are borrowed space. Your email list is home.

#### ***Building an Audience That Sticks***

So yes, use social media. Use it well. But also build your email list. Here's how to do both.

##### ***Step 1: Show Up Consistently***

You don't need to post every single day, but you do need to be consistent. Social media algorithms reward reliability.

### Section Three: The Visibility Boost

Aim for:

- 3–4 posts per week (can be a mix of feed, stories, and reels)
- Engagement 15 mins before and after posting (comment, reply, connect)
- Showing your face at least once a week (especially in stories or reels)

Your audience wants to see you, not just your work.

#### *Step 2: Create Content That Connects*

Think about your ideal client. What are they interested in? What do they care about? What would make them stop scrolling?

Here are some content ideas:

- Behind the scenes of a shoot
- Before and afters of your edits
- Photography tips for everyday moments
- Client stories and testimonials

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- Educational content about hiring a photographer
- Personal posts that show who you are and what you value

People connect with people. Let your followers get to know *you*.

#### ***Step 3: Pick the Right Platform for You***

What's the best platform for photographers? That depends on your style and audience:

- Instagram – Still the #1 visual platform. Great for portraits, branding, weddings, and storytelling.
- Facebook – Good for local community engagement, groups, and client testimonials.
- Pinterest – Ideal if you do weddings, styled shoots, or anything that leans into visual inspiration.
- TikTok – A rising star for photographers who are happy on camera and love short-form video.

### Section Three: The Visibility Boost

- LinkedIn – Powerful if you do corporate, headshots, or brand photography.

You don't need to be on every platform. Start with one or two and do them well.

#### *Step 4: Start and Grow Your Email List*

Here's how to build an email list that works with your social media:

- Offer something valuable in exchange for an email (a free guide, checklist, or downloadable wallpaper)
- Embed your signup form clearly on your website (Wix makes this easy)
- Talk about your email list on social, tell people why they should join
- Email your list regularly (once a week or every two weeks is great)

Email lets you build trust, share behind-the-scenes updates, run promotions, and stay connected—even if Instagram vanishes tomorrow.

### **Section Three: The Visibility Boost**

Your email list is your safety net. Start it early.  
Nurture it often.

Building an audience online isn't about being everywhere, it's about being intentional and consistent. Use social media to show up, share your work, and let your audience connect with you. But don't stop there.

Build an email list alongside your social media.  
Protect your audience. Nurture your relationships.  
And remember, visibility is not just about numbers. It's about trust, connection, and staying true to your values while you grow.

### Section Three: The Visibility Boost

## Part 3 - Networking & Relationship Building

If the words “networking event” make you want to hide behind your camera, you’re not alone.

For so many creatives, the idea of walking into a room of strangers or reaching out to someone you haven’t spoken to in years feels awkward or even terrifying. But people do business with people they know, like, and trust.

You don’t need thousands of followers or a viral reel to grow your photography business.

What you do need is genuine relationships, with real people who trust you, recommend you, and believe in what you do.

Let’s break it down.

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### *Start With Who You Know*

We often think “networking” means cold-calling strangers or handing out business cards to people who don’t care. But the best place to start is your own circle.

- ***Friends and family*** – Have you actually told them what kind of photography you’re doing now? You’d be surprised how often people want to support you, they just don’t know how.
- ***Past colleagues or clients*** – A quick catch-up message or a “just thought of you” email can lead to referrals or repeat bookings.
- ***Social media connections*** – That friendly follower who always likes your posts? Reach out and say thank you. That kind of connection builds real loyalty.

Don't underestimate your inner circle. Your next client could be one conversation away.

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#### ***Reaching Out Isn't Pushy - It's Smart***

When you reach out to someone, you're not begging for work, you're creating opportunities.

So how do you do it authentically?

- ***Check in and say hi.*** “I was thinking about you—how’s business/life/family?”
- ***Share what you’ve been up to.*** “I’ve just started offering personal branding shoots and I immediately thought of you.”
- ***Offer something useful.*** “I’ve got a free shoot guide/checklist—would you like a copy?”

Keep it light, personal, and natural. You're not selling. You're connecting.

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#### *The Art of Relationship Building*

Connection doesn't stop once someone books you. In fact, that's just the beginning.

Great photographers aren't just good at taking pictures, they're good at making people feel seen, valued, and understood.

That energy carries over long after the shoot ends.

Here's how to build strong, lasting relationships:

- ***Reply to your messages*** – Every time someone comments, DMs, or emails you, take the time to reply. It means more than you think.
- ***Celebrate your clients*** – Share their stories, tag them in your posts, thank them publicly.
- ***Check in after the shoot*** – A simple “How did you find the experience?” or

### Section Three: The Visibility Boost

- “Did you love your images?” goes a long way.
- ***Surprise and delight*** – Send a handwritten thank-you note, a sneak peek sooner than promised, or a discount for their next session.

People remember how you made them feel more than what you said or did.

#### ***Yes, You Should Go to That Local Event***

I know it’s uncomfortable. I’ve stood awkwardly in the corner, business cards in hand, wondering what to say too.

But networking in person is powerful.

Local events are full of people who want to support local businesses, just like you.

You never know who you might meet:

- A fellow business owner who needs new headshots

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- A mum who's planning her daughter's sweet sixteen
- A venue manager looking for a go-to photographer

You don't need to "sell yourself." You just need to show up, listen, and let people know what you do. That's it.

Being brave for 30 seconds can open doors that change your business forever.

Networking and relationship-building aren't about being salesy or extroverted. They're about being human.

They're about showing up, staying in touch, being generous with your time and energy, and genuinely caring about the people in your world.

The truth is, your next dream client probably isn't a stranger, they're someone you've already met, or someone your network already knows.

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Keep nurturing. Keep showing up. Keep saying yes to connection.

Because in business, relationships are everything.

## Section Three: The Visibility Boost

### Part 4 - Reviews

You can have the best portfolio in the world, the slickest website, and the most engaging Instagram feed... but if nobody else is talking about how great you are it can feel like shouting into the void.

Because no matter how confident you are in your work, what your potential clients really want to know is: “Can I trust you to do a great job for me?”

That’s where social proof comes in.

When past clients share their experience, whether that’s a glowing review, a photo testimonial, or a kind word on social media, it builds trust faster than any marketing campaign ever could.

Let’s walk through exactly how to gather, use, and maximise your reviews.

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#### *Why Reviews Matter (More Than You Think)*

We live in a review-driven world. Think about it:

- You check reviews before booking a hotel.
- You read testimonials before buying from an online shop.
- You trust recommendations from friends more than ads.

It's no different with photography. Your future clients want to hear from real people who have already worked with you and loved the experience.

Good reviews don't just say, "This person takes nice photos." They say:

- "I felt comfortable the whole time."
- "They understood exactly what I needed."
- "My photos brought me to tears (in the best way)."

That's the kind of reassurance that gets people to say YES.

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#### ***How to Ask for Reviews (Without Feeling Awkward)***

Asking for a review can feel a little uncomfortable at first, but it doesn't have to be.

Most people are more than happy to support you, they just need a little prompt.

Here's a simple, natural message you can send after delivering your final gallery:

*Hi [Client's Name],  
Thank you so much again for letting me capture your [session type]—it was such a joy to work with you! If you have a few minutes, I'd be really grateful if you could share a quick review of your experience. It helps others feel confident in booking and means the world to small businesses like mine.*

*Here's the link if it's easier: [Insert Google/Facebook/Website Review Link]*

*Thank you again—you were amazing!*

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### *Where to Collect Reviews*

- ***Google Reviews*** – Great for SEO and local search results
- ***Facebook Page*** – Easy for clients who already follow you there
- ***Testimonials on Your Website*** – Use quotes to build trust
- ***Social Media Stories/DMs*** – Screenshot and share with permission

You can also embed a review form right on your website or use a tool like Dubsado to automate testimonial requests once a gallery is delivered.

### *How to Turn Reviews Into Powerful Proof*

Once you've got those lovely words, don't let them sit in your inbox. Use them!

Here's how to repurpose your reviews as part of your brand storytelling:

- Pair testimonials with a favourite photo and post to Instagram

### Section Three: The Visibility Boost

- Create a “Client Love” section on your homepage
- Add rotating reviews to your contact or booking page
- Include them in your email marketing to build trust
- Turn them into short video stories using client quotes and images

An added bonus is if you get a client who is happy to go on video or voice note, these can make for powerful reels or story highlights.

### ***Don't Just Show the Final Result—Show the Journey***

In addition to reviews, behind-the-scenes photos, before-and-afters, and unedited previews help build your proof bank.

People love to see:

- What a shoot actually looks like
- How you make people feel comfortable

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- The transformation from raw image to final edit

Proof isn't just about results. It's about process, experience, and impact.

You don't have to be boastful to show that you're brilliant at what you do. Let your clients be your cheerleaders. Let their words speak for your talent.

Collect your reviews. Use them everywhere. And remember—proof builds trust, trust builds bookings, and bookings build the business you're dreaming of.

So go ahead—ask for that feedback. And then let it shine.

"Success is liking  
yourself,  
liking what you do,  
and liking  
how you do it."

*Maya Angelou*

**SECTION FOUR**  
**Grow beyond limits**

## Section Four: Grow beyond limits

### Part 1 - Goal setting

Setting goals isn't just a business thing, it's a life thing. Whether you're dreaming of going full-time with your photography, launching a new service, or just creating a bit more balance between work and home, goals are the bridge between where you are now and where you want to be.

Lots of people struggle with setting goals. Not because they don't have big dreams but because they don't take the time to slow down, get specific, and make a real plan.

That's what we're going to do here.

This section is all about helping you get clear, get organised, and most importantly, get moving.

#### *Get Clear on What You Want*

Before you start writing out goals or making to-do lists, we need to zoom out a bit.

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What do you actually want from your business?  
What does success look like to you?

Start by thinking about your values, the things that matter most to you. Maybe it's freedom, creativity, security, family, or helping others. Knowing your values makes it easier to set goals that feel good, not just goals that sound good on paper.

Once you've got that foundation, start turning your big ideas into clear, actionable SMART goals (that's Specific, Measurable, Achievable, Relevant and Time-bound).

Not sure what that looks like? Here's an example:

Instead of a goal that says "I want to make more money from photography." Try saying "I want to book five new brand shoots in the next three months, each at £450+."

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It's specific. You can measure it. It's realistic. It aligns with your business. And there's a deadline.

Lastly, take a moment to visualise what achieving your goal would feel like. Picture the scene, your inbox full of enquiries, your dream client saying yes, your bank balance growing, or finally handing in your notice at your other job. Let yourself feel it.

Visualisation is a powerful motivator, and the brain really does respond to imagined success.

#### ***Create Your Plan of Action***

Now that you know where you're headed, let's break it down.

Big goals can feel overwhelming if we leave them floating in our heads. The trick is to divide them into smaller steps, mini goals you can actually do. Think of it like building a staircase. Each step gets you closer to the top.

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Start by:

- Listing out everything you need to do to reach your goal
- Assigning a timeline or deadline to each step
- Putting them in order of priority

If something feels too big, break it down even further. A task like “launch my website” might become:

- Choose a website platform
- Write my About page
- Gather five testimonials
- Set up my contact form

And here’s a big tip: build in a backup plan. Life happens. Things shift. A backup plan doesn’t mean you don’t believe in yourself, it means you’re realistic and resilient.

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### *Stay on Track*

Okay, you've got your goal. You've got your plan. But how do you make sure you stick to it?

You track your progress.

That could be a weekly check-in with yourself, a planner, a Trello board, or even just a notebook with boxes you tick off.

Whatever works for you, do that.

You're also going to hit some bumps. That's completely normal. Maybe a client cancels, or you get sidetracked with other work, or life throws you a curveball. Don't panic. Instead, ask yourself:

- What's getting in my way?
- What can I adjust?
- Who can I ask for help?

#### **Section Four: Grow beyond limits**

Keep your eyes on the bigger picture, and don't let one off week throw off your entire journey.

And here's something I really want you to remember: celebrate everything. Booked a client? Celebrate. Posted consistently for a week? Celebrate. Sent a scary pitch email? You better celebrate.

It's those little wins that keep your energy up and remind you just how capable you are.

There's no "perfect" way to set goals. The only mistake you can make is not setting them at all. You deserve to dream big but you also deserve to make those dreams happen.

This is your reminder that you are allowed to grow. You are allowed to want more. And with a clear vision, a solid plan, and a bit of momentum behind you, you absolutely will get there.

#### **Section Four: Grow beyond limits**

So go ahead—write that goal, map out your plan, and take the first step. Because your future self is already thanking you.

## **Section Four: Grow beyond limits**

### **Part 2 - Invest in Yourself**

Growth doesn't just come from doing more, it comes from doing better and thinking bigger.

You've put in the work to build a strong foundation. Your brand is clear, your pricing is sorted, and your goals are set. Now, if you're ready to grow beyond limits, it's time to start thinking about investment—and I don't just mean money.

I'm talking about investing your time, your energy, and yes, sometimes your finances too, into the right areas that will help your business flourish in a way that feels aligned and sustainable.

Growth doesn't happen by accident. It happens when you start making bold choices with intention.

## Section Four: Grow beyond limits

Here are a few of the areas I believe are truly worth investing in if you want to take your photography business to the next level:

### *1. Education That Inspires and Equips You*

Learning never stops and it shouldn't. The photography industry is constantly evolving, and if you want to stand out, you need to stay curious.

Whether it's joining an in-person workshop to master lighting, purchasing a course on business strategy, reading books that shift your mindset, or listening to photography podcasts while you're editing. Make learning part of your regular routine.

Even if you only take away one golden nugget from each thing you invest in, those little pieces add up over time and can make a massive difference to your confidence, your client experience, and your income.

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### *2. Mentorship and Community*

There's only so far you can go on your own before it starts to feel overwhelming and lonely. One of the best investments I ever made was finding mentors who had already walked the path I was on.

A good mentor (or coach) can:

- Spot your blind spots
- Help you make better decisions
- Keep you accountable
- Remind you of your strengths when you're full of doubt

They don't just speed up your progress, they help you avoid costly mistakes and mindset traps that could hold you back for years.

If mentorship isn't available to you right now, then focus on surrounding yourself with like-minded people. Join communities, online or in-person, where people get what you're trying to build. Talk to other creatives.

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Ask questions. Celebrate wins together. The energy you get from a great community is like rocket fuel.

### *3. Time-Saving Tools That Give You Space to Breathe*

Let's face it, there's only one of you. And you didn't start a photography business just to drown in admin.

Tools like Dubsado (for client management), Lightroom and Photoshop (for editing), Canva (for graphics), and platforms like Mailchimp or Flodesk (for email marketing) can save you hours and reduce the mental clutter.

Yes, they might take a little bit of time to learn. But once you're set up it's a game-changer. You'll feel more organised, more professional, and you'll have more time to actually do the thing you love, taking photos and serving your clients.

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If you find yourself doing the same thing over and over again, automate it. Your future self will thank you.

### ***4. A Brand and Website That Work For You (Not Against You)***

Let's talk about your online presence. Your brand and website are often the first impression people have of your business, so let's make sure they're saying the right things.

- Does your website reflect your current pricing, values, and niche?
- Do your images represent your best work and your ideal client?
- Does your branding feel aligned with who you are now?

If not, it might be time to invest in a refresh. This doesn't mean spending thousands of pounds. But it does mean getting really clear on your message and making sure your

#### **Section Four: Grow beyond limits**

visuals match the experience you actually offer.

You don't want your dream client landing on your site and thinking, "Oh, this isn't for me" just because your branding is outdated or inconsistent.

#### ***Growth Is a Choice***

None of these investments have to happen overnight. And you don't need to do everything at once. But if you're serious about building a business that's sustainable and successful, then you have to start thinking long-term.

Growth happens when you take yourself seriously. When you back yourself. When you decide you're worth investing in.

So whether your next step is booking a mentor, upgrading your website, or just carving out an hour a week to learn something new - do it with intention.

#### **Section Four: Grow beyond limits**

Because every smart investment you make now is planting seeds for the business and the life you truly want.

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### Part 3 - Scaling Your Business

There comes a point in your journey where simply “getting booked” isn’t enough anymore. You’ve done the hustle, you’ve built something solid, and now you’re ready for more. Not just more bookings, but more freedom, impact, and balance.

This is where we shift gears and start thinking about scalability.

Scaling doesn’t mean working longer hours or burning yourself out. It’s about working smarter, building on the solid foundation you’ve created, and finding ways to grow your income and impact without constantly trading time for money.

It’s about choosing what success looks like for you, whether that’s more income, more free time, more creativity, or more opportunities to give back.

## Section Four: Grow beyond limits

Here are some powerful and sustainable ways to scale your photography business:

### *1. Create Digital Products*

This is hands-down one of the most accessible and exciting ways to scale your business and it works brilliantly for photographers.

Think about all the knowledge and experience you've gathered. What could you turn into something sellable?

- A mini course teaching beginners how to use their cameras
- A guide on how to prepare for a brand shoot
- A posing guide for nervous clients
- Lightroom presets that reflect your editing style
- Canva templates for small business owners
- A stock imagery bundle based on your niche

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These products can live on your website or in an online shop and bring in income while you sleep. Better still, once they're created, they keep working for you again and again.

You don't need to be a tech wizard to do this, just start small and build from there.

### *2. Offer Mentoring or Coaching*

If you've built a business that others admire, chances are someone out there wants to learn from you. And sharing your knowledge can be incredibly fulfilling.

You could offer:

- One-to-one mentoring for aspiring photographers
- Portfolio reviews and constructive feedback sessions
- Business strategy coaching
- In-person or online workshops

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Mentoring not only creates another revenue stream, it also reminds you how far you've come. You'll gain a fresh appreciation for everything you've learned, and get to help someone else skip the mistakes you made along the way.

Remember, you don't need to be perfect to mentor, you just need to be a few steps ahead of the person you're helping.

### ***3. Add Passive Income Through Your Photography***

Your photos don't just have to live in client galleries. There are so many creative ways to turn your existing images into products that generate passive income.

Here are just a few ideas:

- Sell fine art landscape prints (especially if you've got a backlog of stunning travel or nature shots)
- Turn your favourite shots into greeting cards, calendars, or digital downloads

#### **Section Four: Grow beyond limits**

- Create printable wall art for Etsy
- Sell your work for commercial use via stock photography platforms or licensing agreements

You already have the content. It's just a case of packaging it up and putting it out into the world.

This is especially powerful during quieter seasons, your photos can keep working for you even when you're not out shooting.

#### ***4. Build a Small but Mighty Team***

If you're constantly running out of hours in the day, it might be time to stop doing everything yourself.

Scaling sometimes means stepping into your role as the CEO of your business and allowing others to support you.

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You could:

- Hire a virtual assistant to help with admin or inbox management
- Bring on a second shooter for weddings or large events
- Outsource your editing so you can spend more time shooting or marketing
- Get a studio manager to handle bookings or client queries

This is about reclaiming your time so you can focus on the parts of the business you love, while still growing and serving your clients well.

Hiring help isn't a sign you're slacking, it's a sign your business is growing.

### *You Get to Define What “Next Level” Means*

Scaling your business doesn't have to look like anyone else's version of success. It could mean launching a course. Or working one day less a week. Or making more money without raising

#### Section Four: Grow beyond limits

your prices. Or simply getting your evenings back.

It's about being intentional with your growth and choosing a path that feels good for you.

So pause for a moment, and ask yourself:

- What would scaling look like in my life right now?
- What do I want more of and what do I want less of?
- Where could I create something once that keeps working for me over and over again?

Because you didn't come this far to stay stuck in the same routine. You came here to grow, thrive, and build a business that truly works for you not the other way around.

And now you're ready to go to that next level with confidence, clarity, and purpose.

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### Part 4 - Building a Long-Term Vision

When we talk about growing beyond limits, this is the soul of it. It's not just about more bookings, higher prices, or clever marketing. It's about something deeper.

Once you've laid the foundations and got your branding clear, your systems in place, and your offers aligned, it's time to stop and ask yourself:

- Where is this business actually taking me?
- What do I want this to look like long-term, not just next month, but in five years, ten years, even twenty?

Because here's the thing: your business is the vehicle. But you get to choose the destination.

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### *Start With the Big Questions*

These are the kinds of questions I love to sit with when I'm vision-planning. They help me reconnect with the bigger picture:

- What do I want my life to look and feel like in five years?
- How do I want my business to support my personal dreams?
- Who do I want to help, impact, or inspire through my work?
- What does “success” look like for me—and am I actually building towards that?

You might find that your vision includes things outside of photography, and that's okay!

Maybe you want to travel with your camera, or move to the coast and run mini shoots in the sand dunes.

#### Section Four: Grow beyond limits

Maybe you want to go part-time, raise your rates, and finally have your weekends back.

Or maybe you dream of building a gorgeous home studio, or one day running workshops or retreats for photographers.

There's no right or wrong here. The only thing that matters is that it feels right for you.

#### ***Make the Vision Real***

Dreaming is important but so is giving your vision a shape you can actually see.

Here are a few ways you can do that:

- ***Create a vision board***—print out photos, gather magazine clippings, or make a digital one on Canva or Pinterest.
- ***Journal your dream day***—describe it in detail. Where are you? Who are you working with? How do you feel?

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- ***Record a voice note to your future self***— what do you hope you're doing? What would make you proud?

You don't need to share this with anyone. It's just for you. But having a clear vision written down, pictured or spoken out loud keeps you anchored. It helps you make decisions that move you closer to the life you want—rather than getting caught up in what everyone else is doing.

#### ***And Here's the Magic Bit...***

The minute you start believing your dream life is possible, you start making choices from that place. You raise your prices because future-you values your time.

You say no to clients that drain you because your dream business is built around joy, not burnout.

You carve out time for passion projects because they're part of your bigger picture.

#### **Section Four: Grow beyond limits**

Scaling is the structure. Vision is the soul.

Your business doesn't have to grow in someone else's direction. It doesn't have to follow someone else's plan.

It gets to feel aligned, freeing, and uniquely yours.

#### ***Don't Be Afraid to Dream Big***

This is your permission slip to stop playing small.

Write the big goals. Say them out loud. Create space for the life you want.

Because it's not just about growing your business, it's about growing into the version of yourself who feels empowered, confident, and excited about the future.

And that starts today.

## **FINAL WORDS - YOU'VE GOT THIS**

Growth isn't linear. It's messy. Some months you'll fly, others you'll feel stuck. That's okay. The important thing is that you keep showing up, keep learning, and keep moving forward.

You've now got a powerful toolkit for building a sustainable photography business with confidence, clarity, and joy. Whether you're just getting started or ready to scale to the next level, this is your time.

So dream big, take bold action, and always remember:

You don't need permission to grow. You just need a plan and belief in yourself.

## **The 28-Day Photography Business Kickstart Challenge**

Look at you, getting to the end of this book! First of all—well done. You’ve done more than just read. You’ve reflected, dreamt a little bigger, and hopefully started to see your potential in a whole new light.

But we all know the hardest part? Starting.

That’s why I’ve created this 28-day challenge for you. It’s broken into 4 themed weeks, based on the exact framework we’ve just walked through together. Every day, you’ll take one small, manageable action to build the foundation of a photography business that lasts.

You don’t need to do it perfectly. You just need to do it. Ready? Let’s go.

## **Week 1: Find Your Focus**

Get grounded in your values, your why, and the kind of photography business you actually want to build.

### **Day 1: Reconnect With Your Why**

*Write down why you want to build this business. What lights you up? What do you want more of in your life?*

### **Day 2: Define Your Core Values**

*List 3–5 values that are most important to you in life and business. These will guide how you show up for your clients and yourself.*

### **Day 3: Brainstorm Photography Niches**

*Jot down all the types of photography you've tried or would like to try. Circle the ones that feel most you.*

### **Day 4: Research the Market**

*Search for 3 photographers in your area or niche. What do they offer? What stands out? What would you do differently?*

### **Day 5: Build Your Dream Client Profile**

*Think about your ideal client. What are they like?*

*What do they need from a photographer? How can you help them?*

**Day 6:** Choose 3–5 Brand Keywords

*Pick words that describe how you want your brand to feel (e.g. joyful, bold, natural, calm, empowering).*

**Day 7:** Reflect & Journal

*What did you discover this week? Is your vision clearer? What surprised you? What still needs some thought?*

## **Week 2: Systems for Success**

Start setting up the practical foundations of your business—pricing, tools, finances, and organisation.

### **Day 8: List Your Business Costs**

*Write down every expense: camera gear, editing software, travel, website, props—get it all out of your head and onto paper.*

### **Day 9: Set a Basic Income Goal**

*How much do you want and need to earn each month? Start by working out your monthly expenses and desired take-home.*

### **Day 10: Draft Your Packages**

*Create 2–3 simple packages. Think: entry-level, mid-tier, and premium. List what's included in each.*

### **Day 11: Practice Saying Your Prices**

*Say your prices out loud—confidently. Stand in front of a mirror or voice note yourself. Get used to hearing your own worth.*

### **Day 12: Choose a CRM or Organisation Tool**

*Pick a system to manage your clients. Try*

*Dubsado, HoneyBook, Studio Ninja, or even a great spreadsheet for now.*

**Day 13: Set Up Your Invoicing or Finance Tracker**

*Whether it's QuickBooks, Xero, or a spreadsheet — set up a way to track income and expenses. No more guessing!*

**Day 14: Create a Simple Workflow**

*Map out what happens from enquiry to delivery. What are the steps? What emails or documents do you need along the way?*

## **Week 3: Visibility Boost**

Let people know you exist! Build your brand presence, start connecting, and get seen for what you do best.

### **Day 15: Choose Your Main Social Platform**

*Pick one platform to focus on (Instagram is great for photographers!). Don't try to be everywhere at once.*

### **Day 16: Write Your Instagram Bio or Website Intro**

*Make it clear what you do, who you help, and what makes you awesome.*

### **Day 17: Post Something That Shows Your Style**

*Share an image and a little story behind it. Let your followers see the heart behind your work.*

### **Day 18: Start (or Reignite) Your Email List**

*Create a freebie or simple opt-in idea (like “5 Tips for Great Family Photos”). Use Mailchimp, Flodesk, or ConvertKit to start collecting emails.*

### **Day 19: Ask 3 People for a Testimonial**

*Even if they were free shoots—ask past clients for honest feedback. These are your first reviews!*

**Day 20:** Join a Local or Online Photography Group

*Find your people. Ask questions. Share wins.  
Don't build this alone.*

**Day 21:** Do a Visibility Challenge

*Introduce yourself in a Facebook group, start a poll in your Stories, or comment on 5 accounts you'd love to work with.*

## **Week 4: Looking to the Future**

Now that your foundations are set, it's time to think big—scaling, sustainability, and your long-term vision.

### **Day 22: Visualise Your Dream Business**

*What does a dream workday look like? What do you shoot? Who are your clients? How do you feel?*

### **Day 23: Set 3 Big Goals for the Year**

*Be brave! Write them down, make them visible, and commit to making them happen.*

### **Day 24: Break One Goal Into Steps**

*Pick one goal and break it into bite-sized tasks with deadlines. Add it to your calendar or planner.*

### **Day 25: Identify One Area to Outsource**

*Could you get help with editing, admin, or marketing? Write it down—even if it's not possible yet.*

### **Day 26: Dream Up a Passive Income Idea**

*Prints? Courses? Stock images? What's one way*

*you could earn without always being behind the camera?*

**Day 27:** Write a Letter to Future You

*Tell yourself what you're proud of, what's ahead, and how far you've come. Seal it or save it to read in 12 months.*

**Day 28:** Celebrate and Reflect

*You did it! Write down your favourite moments from the last 4 weeks. What changed? What will you do next?*

## A NOTE OF THANKS

Before we wrap up, I just want to take a moment to say thank you. A real thank you. The kind that comes from the bottom of my heart.

To my husband, Jeremy—thank you for always letting me chase my dreams, even when they sound like one of my wild ideas (because let's face it, they usually are!). Your support, encouragement, and belief in me—even when I've doubted myself—means more than I could ever put into words. You are my rock, and I couldn't do any of this without you.

To my beautiful children—thank you for being my constant source of inspiration. You remind me every single day why I do what I do. Your curiosity, creativity, and joy fuel me in ways you don't even know yet.

To the people who said “yes” when they didn't have to—thank you for giving me a

chance. For trusting me with your businesses, your events, your stories. Those early opportunities shaped everything that came after.

And to you—yes you—reading this book... thank you. Whether you've just flicked through the pages or devoured it cover to cover, your time and energy mean the world to me. You've chosen to invest in yourself, and I'm so honoured to be part of that journey. This book wouldn't exist without people like you—dreamers, doers, creatives who are brave enough to take the leap.

From one photographer to another—thank you for being here. I'm cheering you on, always.

With love,

Kelly x



## **About the Author**

Kelly Perrin has been proudly self-employed since 2009, building a diverse and successful career across multiple industries—always led by passion, purpose, and a drive to create meaningful businesses.

Her entrepreneurial journey began with a thriving dog boarding company, which she later franchised and successfully sold. From there, Kelly’s creativity found new outlets: writing and publishing a series of heartfelt bedtime stories for twins, co-founding a highly respected insurance brokerage, and pursuing her true passion—photography.

Today, Kelly is an established event and PR photographer, working with a wide range of businesses and major brands to tell their stories through powerful imagery. Alongside her photography work, she has spent four years

mentoring young entrepreneurs through The Prince's Trust, helping to nurture the next generation of business owners.

Kelly is also a passionate educator, sharing her expertise through online courses on platforms like Udemy, where her trainings have reached over 6,000 students across the world.

A firm believer that business should feel good and do good, Kelly now combines all of her experience to empower photographers to build businesses that are sustainable, profitable, and true to who they are.

When she's not behind the camera or cheering on her students, you'll find Kelly enjoying life with her husband, twins, and beloved dog—living proof that it's possible to build a business and a life you love.

SPACE FOR NOTES

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## Ready to turn your passion for photography into a thriving business?

This book is your step-by-step roadmap to building a sustainable, fulfilling career behind the camera - with confidence, clarity and heart.

In *The Business Behind the Lens*, professional photographer and mentor Kelly shares everything she's learned from over a decade of building creative businesses that last. Designed especially for photographers who want more than just bookings, this practical guide walks you through the real skills you need to succeed. From finding your focus and setting up systems, to marketing yourself with confidence, building your brand, and creating a long-term vision for your future.

Inside, you'll discover how to:

- Find your niche, your style, and your ideal clients
- Set prices that reflect your true value
- Build systems that save you time and make your life easier
- Market yourself authentically on social media and beyond
- Grow your visibility, your audience, and your reputation
- Set bold goals for your photography business

You'll also get a 28-Day Challenge to help you put everything into action right away!

This isn't just another book about photography. It's about building a business and a life that you love, without burning out or losing yourself along the way.

Whether you're just starting out or ready to take things to the next level, *The Business Behind the Lens* will give you the tools, the mindset, and the inspiration you need to succeed.

**It's time to stop waiting for permission.  
It's time to build your dream business - your way.**