

5 PHASES PLANNER

The 5 phases of building a
successful photography
business

WWW.THENATURALLIGHTPORTRAITSTUDIO.COM

PHASE 1 LEARNING

CAMERA BASICS

*ISO, Shutter Speed,
Aperture, Exposure Triangle*

WORKFLOW & EDITING

*Lightroom, Photoshop, Color
Grading, Workflow & Organization*

STUDIO SETUP

*Where do I shoot &
What do I need?*

LIGHTING

*Natural Light, Diffusion,
V-Flats, Hard vs. Soft*

POSING

*Posing guidelines, Flow
Posing, Curves, Sitting
& Lying, Body Language,
Men Vs. Women*

PHASE 2 PORTFOLIO BUILDING

GIFT VOUCHERS

How to make & use them

4 LEGAL FOUNDATIONS

*Model Release, Contract, Social
Media Use, Price*

MAKEUP ARTISTS

*How To Find One & Why
You Need Them*

YOUR FIRST SHOOT!

Using The Self-Evaluation Checklist

STYLING

*How To Create an Overall
Cohesive Look*

10 FOLIO BUILD SHOTS

*Getting Practice & Building Your
Portfolio*

PHASE 3 BUSINESS BUILDING

BUSINESS BASICS

The Basic Business Plan

TECHNOLOGY

*Social Media, The
Internet & How To Make
Them Work For You*

YOUR BRAND

*Names, Logos, Fonts,
Colors & How to Build
Your Brand*

YOUR WEBSITE

*How to Build The Face
of Your Business*

PRODUCTS & PRICING

What to Sell & How to Sell It

PHASE 4 BUSINESS MAINTENANCE

THE CLIENT WORKFLOW

*Taking a Client From Start To
Finish*

LIST BUILDING

*Whats a List, Why You Need
One & How To Build It*

PRACTICES

Daily Business Practices

CONVERSATIONS &

CONNECTION

*How Do You Tell The World About
You & What You Do*

MARKETING

*All The Ways To Market Your
Business (this is a big topic)*

SYSTEMS

*Programs & Practices to Make Your
Business Run Smoothly*

PHASE 5 BUSINESS GROWTH & DEVELOPMENT

A HIGH END BUSINESS

Running a Boutique Business

MONEY

*How To Make It, Spend
It & Save It*

YOUR COMMUNITY

*You are the average of the
5 People You Spend The
Most Time With*

EMPLOYEES

*How To Find (& keep)
Them, What To Pay &
What They Do For You*

PERSONAL VISION

*Where Are You Headed &
Whats Next?*