Business Setup Checklist



Portrait Photography Business Setup Checklist

This simple checklist is designed to help you track your progress as you complete the tasks necessary to launch a successful portrait photography business.

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Business Setup Checklist

Use the following checklist to help track your progress as you set up your new business.

- ❑ *Develop a business vision (Lean Business Plan)
- ❑ Determine legal business structure (Sole proprietorship, LLC, etc.)
- ❑ Select and register a business name (Assumed Name, DBA)
- ❑ Get a business bank account
- ❑ Determine business insurance needs
- ❑ Gather necessary contracts & agreements documents
- ❑ Determine pricing structure (sessions, images, packages)
- ❑ Develop and design brand identity (or initially use minimal design)
- ❑ Create sales system (all customer contact scenarios, sales process)
- ❑ Create delivery system (how will we fulfill orders)
- ❑ Develop marketing strategy (social media, email, etc.)

*A more detailed business plan can come into play near the beginning of this process, or later as you learn more about what you want your business to look like. And, it will probably change over time.