



## THE BUSINESS OF PHOTOGRAPHY

Workshop by Rob Davidson

**Workshop Dates: March 6 & 7, 2010**

**Price: \$420 (incl. gst)**

### **Saturday**

9:30 - 12:30

#### INTRODUCTION

- Goals of the course
- Outline a general business approach to photography

#### BUSINESS PLANNING & SET-UP

- Need for business planning
- Business structure and registrations
- Naming your business

12:30 - 1:30 LUNCH BREAK

1:30-6:00

#### THE BUSINESS PLAN

- Goals and objectives for your business
- Financial plan for your business
- Digital issues and their business impact

#### ESTIMATES, INVOICES, BILLING AND COLLECTION

- How to determine shooting rates
- Estimating jobs
- Submitting quotes
- Summarizing and invoicing jobs
- Collecting payment

#### COPYRIGHT AND USAGE

- Copyright and moral rights
- Quoting for usage

### **Sunday**

9:30-12:30

#### ACCOUNTING AND RECORD KEEPING

- Managing your financial records
- Preparing for your Accountant

12:30-1:30

#### LUNCH BREAK

1:30-6:00

#### MARKETING

- Understanding sales and marketing for photography
- Preparing a marketing plan
- Marketing tools
- Portfolios
- Web pages & email
- Selling and follow-up
- Developing an image

#### PROFESSIONAL PRACTICES

- Attitude and professionalism
- Professional shooting practices

After completion of the workshop, you can book a personal portfolio consultation to review your work and get some ideas on where you can market your business, and how to best present your portfolio.

This workshop will be held in my studio in downtown Toronto (King & Dufferin area)  
Advance registration, and a 50% deposit is required. Contact me to register: