

A step-by-step guide to creating a business plan

Step 1

Define your focus

- Brainstorm what you love to shoot best, and choose some specific applications to specialize in.
- Research your competition to see if there are other professionals in your area occupying the same space.
- Think about how you will be able to expand your services over time in your chosen specialty.
- Brainstorm who your potential clients are. Think about their ages and interests, as well as how frequently they will need your services.

Ideas/Notes:

Step 2

Determine your audience

- Research your target audience, and create a database of email addresses and info for anyone who has contacted you in the past or who you want to reach out to in the future.
- Look at your overhead expenses and determine how many jobs you will need to execute on a monthly basis to stay afloat.

Ideas/Notes:

Step 3

Polish your public persona

- Polish your website so that it is up-to-date and reflective of your services and chosen niche.
- Think about creating a blog as a way to regularly communicate what is new with your work and business. If you already do this, think about different ways to post blog articles that you have not tried before.

Ideas/Notes:

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Step 4 Getting found

- Add text elements to your website pages as much as possible with relevant keywords, titles, and captions. Think about other ways you can add text creatively.
- Link, link, link! Find as many places that you can insert a link to your website as possible. Create a list of other companies that may be willing to cross-link to your site.

Ideas/Notes:

Step 5 Create a marketing plan

- Create a list of marketing categories that you will work within. Inside each category list a few ways that you will reach clients.
- Look for events in your area that you can be a part of.
- Check out this recent [blog post](#) from Zenfolio on how to use your Zenfolio account in combination with your marketing plan.
- Look into the services offered by Zenfolio to spruce up your site and keep it current.

Ideas/Notes: