

Pricing Formula

FOLLOW THESE STEPS:

Pull your 2020 calendar out! It's time to decide on the dates for your big projects and promotions and put them on the calendar.

- First, mark off all the days you have personal obligations and commitments.
- Map out your special projects and big focuses like styled shoots, workshops, mentorships, destination weddings, etc. Be sure to mark these dates off your calendar since you won't be available for sessions.
- Now it's time to circle the dates you are going to be available for sessions. Then count how many days you are available for scheduling. Available session days: _____
- Take the number you desire/want/need to make for 2020 and divide it by the number of days you are available for scheduling sessions.

For example... You want to make \$60,000 for 2020.

$$60,000 \div 220 \text{ (calendar days)} = 272.72 \text{ so let's round that to } \$273$$

YOUR NUMBERS:

Goal revenue

session days

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OTHER THINGS TO KEEP IN MIND:

What are the cost of your expenses to keep your doors open? Think about editing software costs, gallery hosting sites, equipment, shipping, etc.

Now take your expenses and divide them by 12 months to get a monthly estimate of what you need to cover the costs. Then add that number to your session price.

(total expenses) (months) (what you add to the session price)

\div **12** =

Decide on a session price for now.

\$

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