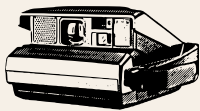


BALDY BASECAMP

THE COMPLETE



# PHOTOGRAPHY PROJECT

PLANNER

[WWW.BALDYBASECAMP.COM](http://WWW.BALDYBASECAMP.COM)



THE COMPLETE  
**PHOTOGRAPHY  
PROJECT  
PLANNER**

# **GOAL PLANNING**

# BRAINSTORM

**TOP 3 MONTHLY PHOTOGRAPHY PROJECT GOALS**

**MONTH 1 GOAL**

*e.g., Capture Landscapes*

**MONTH 2 GOAL**

*e.g., Explore Portrait Photography*

**MONTH 3 GOAL**

*e.g., Master Night Photography*





THE COMPLETE  
**PHOTOGRAPHY  
PROJECT  
PLANNER**

# **MONTHLY PLANNER**

# JANUARY

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# FEBRUARY

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS





# APRIL

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# BALDY BASECAMP

## MAY

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# JUNE

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# JULY

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# AUGUST

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# SEPTEMBER

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# OCTOBER

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# NOVEMBER

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS



# DECEMBER

<b>S U N</b>					
<b>M O N</b>					
<b>T U E</b>					
<b>W E D</b>					
<b>T H U</b>					
<b>F R I</b>					
<b>S A T</b>					

MONTHLY PROJECT GOALS

---

---

---

---

---

---

---

---

---

---

REFLECTIONS

# WEEKLY PHOTOGRAPHY PLAN

S	M	T	W	TH	F	S

<b>GEAR MAINTENANCE</b> <i>Camera Maintenance and Cleaning</i>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

<b>WEEKLY PRIORITIES</b> <i>Top Photography Project Priority Each Week</i>

# PHOTOGRAPHY PROJECT TRACKER

PROJECT TITLE:											
DUE DATE:					PRIORITY:						
BUDGET:					LOW		MEDIUM			HIGH	
PROGRESS	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	

PROJECT TITLE:											
DUE DATE:					PRIORITY:						
BUDGET:					LOW		MEDIUM			HIGH	
PROGRESS	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	

PROJECT TITLE:											
DUE DATE:					PRIORITY:						
BUDGET:					LOW		MEDIUM			HIGH	
PROGRESS	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	

PROJECT TITLE:											
DUE DATE:					PRIORITY:						
BUDGET:					LOW		MEDIUM			HIGH	
PROGRESS	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	

# PHOTOGRAPHY HABITS

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

HABIT:
DATE:
ACTION:

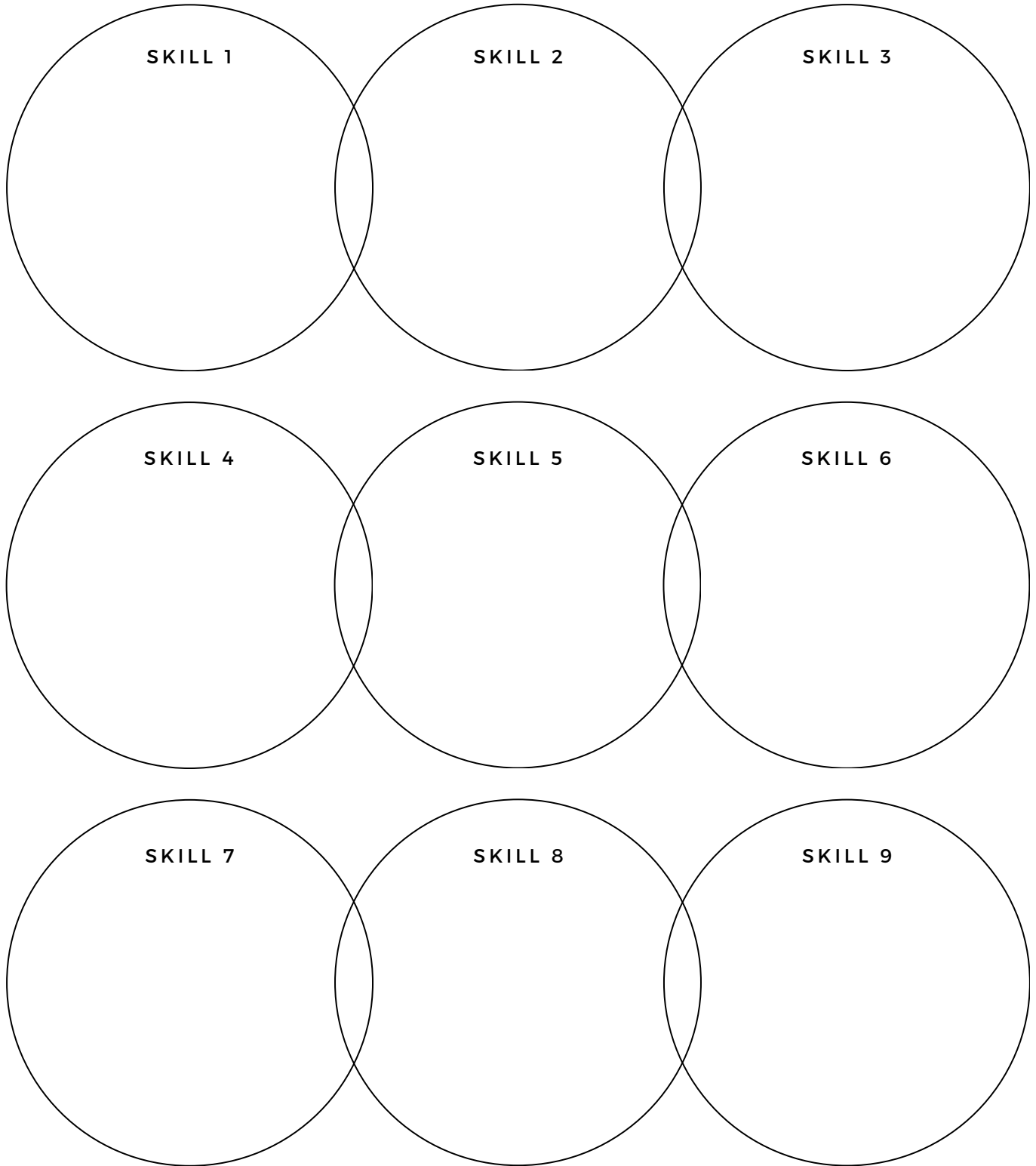
HABIT:
DATE:
ACTION:



THE COMPLETE  
**PHOTOGRAPHY  
PROJECT  
PLANNER**

# **PERSONAL SECTIONS**

# SKILL DEVELOPMENT TRACKER







THE COMPLETE  
**PHOTOGRAPHY  
PROJECT  
PLANNER**

# **RESOURCES & REFERENCES**



# CONTACTS

PHOTOGRAPHY CONTACTS

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WORK: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WORK: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WORK: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WORK: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WORK: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WORK: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WORK: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WORK: \_\_\_\_\_

# CONTACTS

PHOTOGRAPHY RESOURCES

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

# LOCATION SCOUT

LOCATION IMAGE HERE

LOCATION IMAGE HERE

LOCATION IMAGE HERE

LOCATION IMAGE HERE

# PORTFOLIO IDEAS

CONCEPT:

INSERT IMAGE  
HERE

CONCEPT:

INSERT IMAGE  
HERE

CONCEPT:

INSERT IMAGE  
HERE

CONCEPT:

INSERT IMAGE  
HERE

CONCEPT:

INSERT IMAGE  
HERE

CONCEPT:

INSERT IMAGE  
HERE

# GEAR INVENTORY

ITEM	QTY	SHELF LOCATION	CONDITION
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR
			GOOD / POOR

# **CLARIFY**

**REQUIRED RESOURCES**

**CAMERA GEAR &  
ACCESSORIES**

---

---

---

---

---

---

---

---

---

---

**BUDGET  
ESTIMATE**

---

---

---

---

---

---

---

---

---

---

**LOCATIONS &  
SUBJECTS**

---

---

---

---

---

---

---

---

---

---

**PROJECT DESCRIPTION**

**GOALS**

# PROJECT NOTES

IDEAS

---

---

---

---

---

---

---

---

---

---

TECHNIQUES

---

- 

---

- 

---

- 

---

CHALLENGES

IDEAS

---

- 

---

- 

---

- 

---

TECHNIQUES

CHALLENGES

---

---

---

---

---

---

---

---

---

---

# MONTHLY PHOTOGRAPHY PROJECT REVIEW

MONTH:	WEEK NUMBER:
--------	--------------

## ACCOMPLISHED

---

---

---

---

---

---

---

---

---

---

## WHAT'S NEXT

---

---

---

---

---

---

---

---

---

---

### UPCOMING PHOTOGRAPHY PROJECTS

---

- 

---

- 

---

- 

---

- 

---

- 

---

- 

---

### SKILL DEVELOPMENT GOALS

---

- 

---

- 

---

- 

---

- 

---

- 

---



# PHOTOGRAPHY TIPS

PHOTOGRAPHY TECHNIQUES AND TIPS




# PHOTOGRAPHY BOOKING

## PERSONAL INFORMATION

CLIENT NAME:	
CONTACT NUMBER:	EMAIL ADDRESS:

## EVENT DETAILS

TYPE OF EVENT: (WEDDING, CORPORATE EVENT, PORTRAIT SESSION, ETC.)	EVENT DATE:
<input type="text"/>	<input type="text"/>

EVENT LOCATION (PLEASE INCLUDE ADDRESS AND ANY SPECIFIC DIRECTIONS IF NECESSARY):

START TIME:	END TIME (APPROXIMATE):
<input type="text"/>	<input type="text"/>

## PHOTOGRAPHY REQUIREMENTS

SPECIFIC SHOTS/SCENES REQUIRED:

NUMBER OF GUESTS/PARTICIPANTS: (IF APPLICABLE)	INDOOR OR OUTDOOR: (PLEASE SPECIFY IF BOTH)
<input type="text"/>	<input type="text"/>

SPECIAL REQUIREMENTS (IF ANY, E.G., DRONE PHOTOGRAPHY, NIGHT SHOTS):

## PHOTOGRAPHY REQUIREMENTS

PLEASE SELECT THE PHOTOGRAPHY PACKAGE YOU ARE INTERESTED IN:

<p><b>PACKAGE A</b></p> <p>(E.G., 2 HOURS OF COVERAGE, 100 EDITED IMAGES)</p>	<p><b>PACKAGE B</b></p> <p>(E.G., 4 HOURS OF COVERAGE, 200 EDITED IMAGES, 1 ALBUM)</p>	<p><b>PACKAGE C</b></p> <p>(CUSTOM PACKAGE, PLEASE SPECIFY YOUR REQUIREMENTS BELOW)</p>
---	--	---

# BALDY BASECAMP

## ADDITIONAL SERVICES

WOULD YOU LIKE TO ADD ANY OF THE FOLLOWING SERVICES?

ADDITIONAL HOURS OF COVERAGE

PHOTO BOOTH RENTAL

SECOND PHOTOGRAPHER

ADDITIONAL REQUESTS:

VIDEOGRAPHY SERVICES

\_\_\_\_\_

## PHOTOGRAPHY REQUIREMENTS

### DEPOSIT AMOUNT:

#### PAYMENT METHOD

CASH

CREDIT CARD

BANK TRASFER

OTHER: \_\_\_\_\_

**NOTE:** A [SPECIFIC PERCENTAGE, E.G., 50%] DEPOSIT IS REQUIRED TO SECURE YOUR BOOKING. THE REMAINING BALANCE WILL BE DUE ON [SPECIFY DUE DATE OR EVENT DATE].

## TERMS AND CONDITIONS

### CANCELLATION POLICY:

- LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

### RESCHEDULING POLICY:

- LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

### LIABILITY AND INSURANCE INFORMATION:

- LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

### DELIVERY TIMELINE FOR FINAL IMAGES:

- LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

### RIGHTS AND USAGE: (COPYRIGHT INFORMATION, USAGE RIGHTS FOR BOTH PARTIES):

- LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

# BALDY BASECAMP

PLEASE READ THE TERMS AND CONDITIONS CAREFULLY. BY SIGNING BELOW, YOU AGREE TO THE TERMS AND CONDITIONS AS OUTLINED ABOVE.

---

SIGNATURE

---

DATE

THIS FORM SERVES AS A COMPREHENSIVE TOOL TO GATHER ALL NECESSARY INFORMATION FROM CLIENTS TO FACILITATE A SMOOTH AND EFFICIENT PHOTOGRAPHY PROJECT. ADJUSTMENTS MAY BE MADE BASED ON SPECIFIC PROJECT NEEDS OR PREFERENCES.

# 12-MONTH PHOTOGRAPHY GOALS PLANNER

PHOTOGRAPHER'S NAME:

YEAR: \_\_\_\_\_

## ANNUAL GOALS OVERVIEW

LIST YOUR MAJOR GOALS FOR THE YEAR. THESE COULD INCLUDE BUSINESS GROWTH TARGETS, SKILL DEVELOPMENT, NEW GENRES TO EXPLORE, OR PERSONAL PROJECTS.

## QUARTERLY GOALS BREAKDOWN

BREAK DOWN YOUR ANNUAL GOALS INTO SMALLER, MANAGEABLE OBJECTIVES THAT YOU CAN FOCUS ON EACH QUARTER. THIS HELPS IN CREATING A FOCUSED ACTION PLAN AND MAKES TRACKING PROGRESS SIMPLER.

Q1 (JANUARY - MARCH)

GOAL 1:

GOAL 2:

ACTION STEPS:

# BALDY BASECAMP

Q1 (APRIL - JUNE)	
GOAL 1:	GOAL 2:
ACTION STEPS:	

Q1 (JULY - SEPTEMBER)	
GOAL 1:	GOAL 2:
ACTION STEPS:	

Q1 (OCTOBER - DECEMBER)	
GOAL 1:	GOAL 2:
ACTION STEPS:	

## MONTHLY FOCUS

---

DETAIL SPECIFIC TASKS OR MILESTONES FOR EACH MONTH TO KEEP ON TRACK WITH YOUR QUARTERLY GOALS. THIS INCLUDES SPECIFIC SHOTS, MARKETING ACTIVITIES, SKILL DEVELOPMENT, ETC.

JANUARY:	FEBRUARY:
----------	-----------

# BALDY BASECAMP

<b>MARCH:</b>	<b>APRIL:</b>
<b>MAY:</b>	<b>JUNE:</b>
<b>JULY:</b>	<b>AUGUST:</b>
<b>SEPTEMBER:</b>	<b>OCTOBER:</b>
<b>NOVEMBER:</b>	<b>DECEMBER:</b>



# PROJECT BUDGET AND EXPENSE TRACKING PAGE

PROJECT NAME:	
CLIENT:	
PROJECT DATE:	DELIVERY DATE:

## BUDGET OVERVIEW

ESTIMATED TOTAL BUDGET:

\$

PHOTOGRAPHY SERVICES:

\$

ADDITIONAL SERVICES: (E.G., PRINTS, ALBUMS):

\$

TRAVEL EXPENSES:

\$

EQUIPMENT RENTAL:

\$

ASSISTANT/SECOND SHOOTER FEES:

\$

MISCELLANEOUS:

\$

## ACTUAL EXPENSES

PHOTOGRAPHY SERVICES: \$ \_\_\_\_\_  
DETAILS:

ADDITIONAL SERVICES: \$ \_\_\_\_\_  
DETAILS:

TRAVEL EXPENSES: \$ \_\_\_\_\_  
DETAILS:

# BALDY BASECAMP

EQUIPMENT RENTAL: \$ \_\_\_\_\_

DETAILS:

ASSISTANT/SECOND SHOOTER: \$ \_\_\_\_\_

DETAILS:

MISCELLANEOUS: \$ \_\_\_\_\_

DETAILS:

TOTAL ACTUAL EXPENSES: \$

## REVENUE

PROJECT FEE: \$

ADDITIONAL SALES  
(PRINTS, ALBUMS, ETC.): \$

TOTAL REVENUE: \$

## PROFIT/LOSS CALCULATION

TOTAL REVENUE: \$

TOTAL EXPENSES: \$

PROFIT/LOSS: \$

## NOTES

# MONTHLY BUSINESS FINANCES

MONTH: \_\_\_\_\_

YEAR: \_\_\_\_\_

## FIXED EXPENSES

STUDIO RENT/UTILITIES:

\$

WEBSITE HOSTING/SUBSCRIPTIONS:

\$

INSURANCE:

\$

SOFTWARE SUBSCRIPTIONS:

\$

MARKETING/ADVERTISING:

\$

TOTAL FIXED EXPENSES:

\$

## VARIABLE EXPENSES

EQUIPMENT PURCHASES/RENTALS:

\$ \_\_\_\_\_

DETAILS:

PRINTING AND MATERIALS:

\$ \_\_\_\_\_

DETAILS:

TRAVEL EXPENSES:

\$ \_\_\_\_\_

DETAILS:

OUTSOURCED SERVICES  
(EDITING, ETC.): \$

\_\_\_\_\_

DETAILS:

MISCELLANEOUS: \$ \_\_\_\_\_

DETAILS:

TOTAL VARIABLE EXPENSES:

\$

TOTAL MONTHLY EXPENSES

\$

TOTAL FIXED EXPENSES:

\$

TOTAL VARIABLE EXPENSES:

\$

GRAND TOTAL EXPENSES:

\$

# BALDY BASECAMP

## MONTHLY INCOME

FROM PHOTOGRAPHY SERVICES:

\$

FROM PRODUCT SALES:

\$

OTHER INCOME SOURCES:

\$

TOTAL MONTHLY INCOME:

\$

## PROFIT/LOSS CALCULATION

TOTAL MONTHLY INCOME:

\$

GRAND TOTAL EXPENSES:

\$

MONTHLY PROFIT/LOSS:

\$

## NOTES

--

# NEW CLIENT INQUIRY TEMPLATE

CLIENT NAME:	
DATE OF INQUIRY:	
PHONE:	EMAIL:

**EVENT/PROJECT DETAILS:**

TYPE OF PHOTOGRAPHY REQUIRED (E.G., WEDDING, PORTRAIT, COMMERCIAL):

EVENT/SESSION DATE:

ESTIMATED DURATION (HOURS/DAYS):

LOCATION/VENUE (IF KNOWN):

PHOTOGRAPHY NEEDS AND PREFERENCES:

SPECIFIC PHOTOGRAPHY STYLE DESIRED (E.G., CANDID, ARTISTIC, TRADITIONAL):

MUST-HAVE SHOTS/SCENES:

NUMBER OF GUESTS/PARTICIPANTS:(IF APPLICABLE)

SPECIAL CONSIDERATIONS/REQUESTS:

# BALDY BASECAMP

## BUDGET INFORMATION:

---

ESTIMATED PHOTOGRAPHY BUDGET:

\$

ARE THERE SPECIFIC PACKAGES YOU'RE INTERESTED IN? IF YES, PLEASE SPECIFY:

HOW DID YOU HEAR ABOUT US?

REFERRAL NAME:

SOCIAL MEDIA (PLEASE SPECIFY):

WEBSITE/SEARCH ENGINE OTHER (PLEASE SPECIFY)

ADDITIONAL NOTES/COMMENTS:

FOLLOW-UP:

---

DATE CONTACTED:

PREFERRED FOLLOW-UP METHOD:  EMAIL  PHONE CALL  IN-PERSON

SCHEDULED CONSULTATION DATE/TIME (IF APPLICABLE):

STATUS:  PENDING  CONFIRMED  DECLINED

NOTES FROM FOLLOW-UP:

# CLIENT FEEDBACK PAGE

CLIENT NAME:	
EVENT/PROJECT DATE:	
SERVICE PROVIDED:	FEEDBACK RECEIVED DATE:

**FEEDBACK METHOD**

EMAIL    PHONE CALL    IN-PERSON    ONLINE SURVEY    OTHER: \_\_\_\_\_

CLIENT SATISFACTION	EXCELLENT	GOOD	FAIR	POOR
OVERALL EXPERIENCE:				
QUALITY OF PHOTOGRAPHS:				
PROFESSIONALISM:				
TIMELINESS:				
COMMUNICATION:				

## DETAILED FEEDBACK

WHAT DID THE CLIENT APPRECIATE/ENJOY THE MOST?

--

WERE THERE ANY AREAS OF IMPROVEMENT MENTIONED?

--

ADDITIONAL COMMENTS FROM THE CLIENT:

--

## PHOTOGRAPHER'S NOTES

INSIGHTS GAINED:	POTENTIAL AREAS FOR BUSINESS/SERVICE IMPROVEMENT:	ACTION PLAN BASED ON FEEDBACK:

# FOLLOW-UP & ADDITIONAL SERVICES PAGE

CLIENT NAME:	
EVENT/PROJECT DATE:	FOLLOW-UP DATE:

**FOLLOW-UP PURPOSE**

<input type="checkbox"/> THANK YOU NOTE	<input type="checkbox"/> ADDRESS CONCERNS OR FEEDBACK
<input type="checkbox"/> REQUEST FOR REVIEW/TESTIMONIAL	<input type="checkbox"/> ANNIVERSARY/BIRTHDAY GREETING
<input type="checkbox"/> OFFER ADDITIONAL SERVICES/PRODUCTS	<input type="checkbox"/> OTHER: _____

**FOLLOW-UP DETAILS**

**METHOD OF FOLLOW-UP:**

<input type="checkbox"/> EMAIL	<input type="checkbox"/> PHONE CALL
<input type="checkbox"/> MAIL	<input type="checkbox"/> IN-PERSON

**KEY POINTS/MESSAGE:**

OFFER DETAILS (IF APPLICABLE)

**SERVICE/PRODUCT OFFERED:**

**SPECIAL OFFER/DISCOUNT (IF ANY):**

**CLIENT RESPONSE**

<input type="checkbox"/> INTERESTED	<input type="checkbox"/> NOT INTERESTED	<input type="checkbox"/> REQUESTED MORE INFORMATION	<input type="checkbox"/> NO RESPONSE
-------------------------------------	---	---	--------------------------------------

**NOTES AND NEXT STEPS**

**SUMMARY OF FOLLOW-UP INTERACTION:**

**NEXT STEPS (IF ANY):**

**REMINDER FOR NEXT FOLLOW-UP**

DATE:	<input type="checkbox"/> SET CALENDAR REMINDER
-------	--



# PHOTOGRAPHY PRICING GUIDE

PHOTOGRAPHER'S NAME:

EFFECTIVE DATE:

---

## INTRODUCTION

BRIEFLY DESCRIBE YOUR PHOTOGRAPHY SERVICES AND ANY OVERARCHING PRICING PHILOSOPHIES OR APPROACHES (E.G., TAILORED PACKAGES, HOURLY RATES, ETC.).

---

## PORTRAIT PHOTOGRAPHY

STANDARD SESSION	EXTENDED SESSION	ADD-ONS
DURATION: 1 HOUR DELIVERABLES: <ul style="list-style-type: none"><li>• 20 EDITED DIGITAL IMAGES</li></ul> PRICE: \$ _____	DURATION: 2 HOURS DELIVERABLES: <ul style="list-style-type: none"><li>• 40 EDITED DIGITAL IMAGES, 2 OUTFIT CHANGES</li></ul> PRICE: \$ _____	ADDITIONAL HOUR: <ul style="list-style-type: none"><li>• \$ _____</li></ul> EXTRA IMAGES: <ul style="list-style-type: none"><li>• \$ _____ / PER IMAGE</li></ul> PRINTED ALBUMS: <ul style="list-style-type: none"><li>• STARTING AT \$ _____</li></ul>

## WEDDING PHOTOGRAPHY

BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
COVERAGE: 4 HOURS DELIVERABLES: <ul style="list-style-type: none"><li>• 100 EDITED DIGITAL IMAGES, ONLINE GALLERY</li></ul> PRICE: \$ _____	COVERAGE: 8 HOURS DELIVERABLES: <ul style="list-style-type: none"><li>• 200 EDITED DIGITAL IMAGES, ONLINE GALLERY, 20-PAGE ALBUM</li></ul> PRICE: \$ _____	COVERAGE: FULL DAY (UP TO 12 HOURS) DELIVERABLES: <ul style="list-style-type: none"><li>• 300+ EDITED DIGITAL IMAGES, ONLINE GALLERY, 30-PAGE LUXURY ALBUM, ENGAGEMENT SESSION</li></ul> PRICE: \$ _____

ADD-ONS
<ul style="list-style-type: none"><li>• SECOND SHOOTER: \$ _____</li><li>• ENGAGEMENT SESSION (IF NOT INCLUDED): \$ _____</li><li>• ADDITIONAL HOURS: \$ _____ PER HOUR</li></ul>

# BALDY BASECAMP

## EVENT PHOTOGRAPHY (CORPORATE EVENTS, BIRTHDAY PARTIES, ETC.)

BASIC EVENT PACKAGE	STANDARD EVENT PACKAGE	PREMIUM EVENT PACKAGE
DURATION: 2 HOURS DELIVERABLES: <ul style="list-style-type: none"><li>• 50 EDITED DIGITAL IMAGES</li></ul> PRICE: \$ _____	DURATION: 4 HOURS DELIVERABLES: <ul style="list-style-type: none"><li>• 100 EDITED DIGITAL IMAGES</li></ul> PRICE: \$ _____	DURATION: 6+ HOURS DELIVERABLES: <ul style="list-style-type: none"><li>• 150+ EDITED DIGITAL IMAGES, ONLINE GALLERY</li></ul> PRICE: \$ _____

## COMMERCIAL PHOTOGRAPHY (PRODUCTS, REAL ESTATE, ETC.)

PER PROJECT BASIS
PRICE VARIES BASED ON PROJECT SCOPE, USAGE RIGHTS, AND SPECIFIC REQUIREMENTS. <ul style="list-style-type: none"><li>• STARTING PRICE: \$ _____</li></ul> PLEASE INQUIRE FOR A CUSTOM QUOTE.  ADDITIONAL SERVICES PHOTO EDITING: \$ _____ PER IMAGE

TRAVEL EXPENSES
CALCULATED BASED ON LOCATION <ul style="list-style-type: none"><li>• RUSH DELIVERY: \$ _____</li></ul>

PRINTS & MERCHANDISE:
AVAILABLE UPON REQUEST <ul style="list-style-type: none"><li>• \$ _____</li></ul>

## BOOKING AND PAYMENT TERMS

BOOKING AND PAYMENT TERMS  
A NON-REFUNDABLE DEPOSIT OF X% IS REQUIRED TO SECURE YOUR DATE.  
FINAL PAYMENT IS DUE X DAYS BEFORE THE EVENT/SESSION.  
CANCELLATION POLICY DETAILS.

NOTES PRICES ARE SUBJECT TO CHANGE. CUSTOM PACKAGES CAN BE ARRANGED UPON CONSULTATION. SPECIAL PROMOTIONS OR SEASONAL DISCOUNTS MIGHT APPLY.
---

# WORKSHOP & SEMINAR TRACKER

YEAR: \_\_\_\_\_

## WORKSHOP/SEMINAR DETAILS

TITLE:	
ORGANIZER/PLATFORM:	
DATE:	LOCATION/FORMAT:
DURATION:	COST: \$

## OBJECTIVE

WHAT SKILLS OR KNOWLEDGE DO YOU AIM TO GAIN?

## PREPARATION

PRE-WORKSHOP  
ASSIGNMENTS/REQUIREMENTS:

MATERIALS/EQUIPMENT  
NEEDED:

QUESTIONS TO ASK/TOPICS TO  
EXPLORE:

## KEY TAKEAWAYS

MAIN LESSONS LEARNED:	ACTIONABLE STRATEGIES/TECHNIQUES TO IMPLEMENT:
-----------------------	--

# BALDY BASECAMP

## FOLLOW-UP ACTIONS

PRACTICE NEW SKILLS:	CONNECT WITH PARTICIPANTS/INSTRUCTORS:	PLAN FOR IMPLEMENTING LEARNING IN PROJECTS:
----------------------	--	---

## IMPACT ASSESSMENT

HOW HAS THIS CONTRIBUTED TO YOUR GROWTH/EFFICIENCY?

--

AREAS FOR FURTHER DEVELOPMENT:

--

ADDITIONAL NOTES

--

## UPCOMING WORKSHOPS/SEMINARS

TITLE:	
DATE:	ORGANIZER:
OBJECTIVE:	

TITLE:	
DATE:	ORGANIZER:
OBJECTIVE:	

TITLE:	
DATE:	ORGANIZER:
OBJECTIVE:	

# CONTENT CALENDAR TEMPLATE

MONTH: \_\_\_\_\_

YEAR: \_\_\_\_\_

## KEY THEMES AND OBJECTIVES

---

MONTHLY THEME/FOCUS:

PRIMARY OBJECTIVE: (BRAND AWARENESS, PORTFOLIO SHOWCASE, PROMOTIONS, ETC.)

### CONTENT TYPES AND CHANNELS

SOCIAL MEDIA

SPECIFY PLATFORMS: \_\_\_\_\_

VIDEO CONTENT

BLOG ARTICLES

OTHER: \_\_\_\_\_

EMAIL NEWSLETTERS

## WEEKLY PLANNER

---

WEEK 1:

DATE: \_\_\_\_\_

THEME/TOPIC:

CONTENT PIECES:

# BALDY BASECAMP

## SOCIAL MEDIA:

POST 1
DATE: _____ TOPIC:

POST 2
DATE: _____ TOPIC:

## BLOG ARTICLE:

DATE: _____ TITLE:
-----------------------

## EMAIL NEWSLETTER:

DATE: _____ SUBJECT:
-------------------------

NOTES:
--------

## WEEK 2

DATE: \_\_\_\_\_

### THEME/TOPIC:

--

### CONTENT PIECES:

--

# BALDY BASECAMP

## SOCIAL MEDIA:

POST 1
DATE: _____ TOPIC:

POST 2
DATE: _____ TOPIC:

## BLOG ARTICLE:

DATE: _____ TITLE:
-----------------------

## EMAIL NEWSLETTER:

DATE: _____ SUBJECT:
-------------------------

NOTES:
--------

## WEEK 3

DATE: \_\_\_\_\_

### THEME/TOPIC:

--

### CONTENT PIECES:

--

# BALDY BASECAMP

## SOCIAL MEDIA:

POST 1
DATE: _____ TOPIC:

POST 2
DATE: _____ TOPIC:

## BLOG ARTICLE:

DATE: _____ TITLE:
-----------------------

## EMAIL NEWSLETTER:

DATE: _____ SUBJECT:
-------------------------

NOTES:
--------

## WEEK 4

DATE: \_\_\_\_\_

### THEME/TOPIC:

--

### CONTENT PIECES:

--



# BALDY BASECAMP

## SOCIAL MEDIA:

POST 1
DATE: _____
TOPIC:

POST 2
DATE: _____
TOPIC:

## BLOG ARTICLE:

DATE: _____
TITLE:

## EMAIL NEWSLETTER:

DATE: _____
SUBJECT:

NOTES:
--------

## CONTENT CREATION AND PUBLISHING CHECKLIST

---

<input type="checkbox"/> CONTENT IDEAS BRAINSTORMED	<input type="checkbox"/> SCHEDULED FOR PUBLISHING
<input type="checkbox"/> CONTENT CREATION TASKS ASSIGNED	<input type="checkbox"/> PUBLISHED
<input type="checkbox"/> VISUALS/GRAPHICS PREPARED	<input type="checkbox"/> PROMOTED (VIA SOCIAL MEDIA, EMAIL, ETC.)
<input type="checkbox"/> COPYWRITING COMPLETED	<input type="checkbox"/> ENGAGEMENT MONITORED
<input type="checkbox"/> CONTENT REVIEWED AND APPROVED	<input type="checkbox"/> PERFORMANCE ANALYZED

# BALDY BASECAMP

## NOTES AND ADJUSTMENTS

---

WEEK 1: FEEDBACK

WEEK 2: FEEDBACK

WEEK 3: FEEDBACK

WEEK 4: FEEDBACK

ADJUSTMENTS FOR NEXT MONTH:

# ANALYTICS TRACKER TEMPLATE

MONTH/PERIOD: \_\_\_\_\_

YEAR: \_\_\_\_\_

## SOCIAL MEDIA ANALYTICS

---

PLATFORM 1: \_\_\_\_\_ (E.G., INSTAGRAM)

FOLLOWERS AT START:	FOLLOWERS AT END:	NET GAIN/LOSS:
---------------------	-------------------	----------------

TOTAL POSTS:
--------------

ENGAGEMENT RATE:	%
------------------	---

### TOP PERFORMING POST:

DATE: _____	SHARES: _____
LIKES: _____	IMPRESSIONS: _____
COMMENTS: _____	REACH: _____

<b>NOTES:</b> (TOPIC/CONTENT TYPE)
---------------------------------------

PLATFORM 2: \_\_\_\_\_ (E.G., FACEBOOK)

FOLLOWERS AT START:	FOLLOWERS AT END:	NET GAIN/LOSS:
---------------------	-------------------	----------------

TOTAL POSTS:
--------------

ENGAGEMENT RATE:	%
------------------	---

### TOP PERFORMING POST:

DATE: _____	SHARES: _____
LIKES: _____	IMPRESSIONS: _____
COMMENTS: _____	REACH: _____

<b>NOTES:</b> (TOPIC/CONTENT TYPE)
---------------------------------------

# BALDY BASECAMP

PLATFORM 1: \_\_\_\_\_

FOLLOWERS AT START:	FOLLOWERS AT END:	NET GAIN/LOSS:
---------------------	-------------------	----------------

TOTAL POSTS:
--------------

ENGAGEMENT RATE:	%
------------------	---

TOP PERFORMING POST:

DATE: _____	SHARES: _____
LIKES: _____	IMPRESSIONS: _____
COMMENTS: _____	REACH: _____

NOTES: (TOPIC/CONTENT TYPE)
--------------------------------

PLATFORM 2: \_\_\_\_\_

FOLLOWERS AT START:	FOLLOWERS AT END:	NET GAIN/LOSS:
---------------------	-------------------	----------------

TOTAL POSTS:
--------------

ENGAGEMENT RATE:	%
------------------	---

TOP PERFORMING POST:

DATE: _____	SHARES: _____
LIKES: _____	IMPRESSIONS: _____
COMMENTS: _____	REACH: _____

NOTES: (TOPIC/CONTENT TYPE)
--------------------------------

PLATFORM 2: \_\_\_\_\_

FOLLOWERS AT START:	FOLLOWERS AT END:	NET GAIN/LOSS:
---------------------	-------------------	----------------

TOTAL POSTS:
--------------

ENGAGEMENT RATE:	%
------------------	---

# BALDY BASECAMP

## TOP PERFORMING POST:

DATE: _____	SHARES: _____
LIKES: _____	IMPRESSIONS: _____
COMMENTS: _____	REACH: _____

<b>NOTES:</b> (TOPIC/CONTENT TYPE)
---------------------------------------

## WEBSITE ANALYTICS

TOTAL VISITS:		
UNIQUE VISITORS:		
PAGE VIEWS:		
BOUNCE RATE:	%	
AVERAGE TIME ON SITE:	MINUTES	
TOP PERFORMING PAGE:		
PAGE VIEWS:		
AVERAGE TIME ON PAGE:	MINUTES	
BOUNCE RATE:	%	
CONVERSION RATE:	%	
LEAD GENERATION: (E.G., CONTACT FORM SUBMISSIONS)		

## EMAIL NEWSLETTER ANALYTICS

SUBSCRIBERS AT START:	SUBSCRIBERS AT END:	NET GAIN/LOSS:
-----------------------	---------------------	----------------

TOTAL CAMPAIGNS SENT:		
AVERAGE OPEN RATE:	%	
AVERAGE CLICK-THROUGH RATE (CTR):	%	
TOP PERFORMING CAMPAIGN:		

# BALDY BASECAMP

DATE:

--	--

SUBJECT LINE:

--	--

OPEN RATE:

	%	
--	---	--

CTR:

	%	
--	---	--

UNSUBSCRIBE RATE:

	%	
--	---	--

## KEY INSIGHTS AND ACTIONS

---

WHAT CONTENT/TOPICS PERFORMED BEST ACROSS PLATFORMS?

--

ARE THERE ANY NOTICEABLE TRENDS IN AUDIENCE ENGAGEMENT OR BEHAVIOR?

--

WHAT ADJUSTMENTS CAN BE MADE TO IMPROVE PERFORMANCE?

--

SOCIAL MEDIA:	WEBSITE:	EMAIL MARKETING

GOALS FOR NEXT MONTH:

--