THE PROPERTY PHOTO GUY · COURSE RESOURCE

Weekly Business Planner

A simple weekly rhythm for delivering work and steadily growing a property photography business

Use this as a working template. Adapt it to the job, your own process and the promises you have actually agreed with the client.

[**Week beginning**

], [**Primary goal**

]

Bookings and delivery

- [ ] Confirm this week's shoots, access, travel and preparation messages.
- [ ] Block editing and delivery time before accepting last-minute work.
- [ ] Invoice completed work and follow up on any overdue payment respectfully.

Marketing and relationships

- [ ] Publish or schedule one useful project, tip or behind-the-scenes update.
- [ ] Contact one genuine past client, agent, host or partner with a useful reason to reconnect.
- [ ] Update your portfolio or case studies with the best completed work, where permission allows.

Business improvement

- [ ] Review enquiry source, conversion, average fee and the services clients asked for.
- [ ] Improve one process: booking, shoot-day flow, editing, delivery, kit or finance admin.
- [ ] Back up images, update records and plan the coming week.

Notes

Wins, lessons and follow-ups

Next week's one improvement