90-Day Start-to-First-Bookings Planner

A practical course companion for turning learning into a repeatable local service

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1 Use this planner alongside the course

This is not a race to launch every service at once. The target is a small, credible, repeatable property-photography offer that you can deliver well. Work through the course lessons in the order that removes your next practical blocker, then use this planner to put the work into your diary.

Keep the promise small and clear. Begin with work you can deliver consistently. Add equipment, editing complexity and extra services when genuine jobs show you what needs improving.

1.1 Set your starting point

Write a concise answer before the first week. What kind of property work do you want to be known for first: estate-agent listings, holiday lets, or a mix? Which local area can you serve reliably? What is the minimum kit and editing process you already have?

My first service: .....

My core client type: .....

My practical service area: .....

The next course lesson I need most: .....

2 Days 1-30: build a dependable foundation

2.1 Week 1: establish a baseline

Photograph one or two familiar spaces slowly. Use a tripod, keep the camera level, make deliberate room-to-room choices and review the result at normal listing size. The aim is not a portfolio yet. It is a baseline that tells you what to practise.

- Build a repeatable kit check using the Equipment and Backup Checklist.
- Choose a simple capture route through a home and test it twice.
- Create one sensible import, backup, edit and export folder structure.
- Complete the launch-plan notes after each practice session.

2.2 Week 2: practise the practical problems

Choose one small room, one room with bright windows and one ordinary living space. Use the Challenging Shoot Field Guide when the first approach does not work. Compare the image to the room, not to an exaggerated online edit.

- Practise verticals, camera height and a useful wide view.
- Make a modest bracketed sequence where it genuinely helps.
- Edit a small set to a consistent finish.
- Note the one thing you would change before the next session.

2.3 Week 3: design your client journey

Set up a light version of the workflow that begins before the shoot. Adapt the editable client templates to your own business identity and review any legal, tax, VAT or policy wording for your circumstances.

- Adapt the enquiry and booking brief.
- Personalise the pre-shoot guide and delivery email.

- Decide how you will quote, invoice and receive payment.
- Use the calculator to understand the complete job, not just the hour on site.

2.4 Week 4: create the first proof

Select a small set of work that represents the standard you can repeat. A focused portfolio is more useful than a large collection of uneven images. Ask permission before publishing client or private-home work.

- Choose 10 to 15 coherent images.
- Include interior, exterior and useful connection shots.
- Write one sentence on what each image demonstrates.
- Add one project to the Real Shoot Walkthrough notes as practice.

3 Days 31-60: begin a considered approach to work

3.1 Week 5: make your offer clear

Define the kind of shoot you are ready to handle, the image deliverables, the usual turnaround you can realistically meet and any useful add-ons you can deliver safely. Do not advertise specialist services before you have a reliable process.

3.2 Week 6: set working prices

Use the Rate, Time and Travel Calculator for three likely jobs: a straightforward home, a larger holiday let and a job with a longer journey. The result is a planning figure, not a universal market rate. It helps show whether the complete commitment is worthwhile.

3.3 Week 7: prepare your introduction

Create a short, specific introduction for a small number of suitable local agents, hosts or contacts. Show a relevant gallery and explain your process in plain language. A useful first message is about making their listing process easier, not about sending a generic sales pitch.

3.4 Week 8: run the first paid workflow

If an opportunity arrives, use the planning resources from enquiry through delivery. Confirm the scope, protect the time needed for editing, complete the quality check before leaving and make the handover simple. Record actual time afterwards so the next quote is based on evidence.

4 Days 61-90: improve the system you have tested

4.1 Week 9: review the first delivery

Review the whole journey. Did the brief identify what mattered? Was the property prepared? Did the capture route prevent missed images? Was editing time close to the estimate? Make one improvement that will be used on every following job.

4.2 Week 10: refine the portfolio and communication

Replace any weaker work, update the templates with real questions clients asked and make the client journey shorter where it became repetitive. Keep the tone direct and personal.

4.3 Week 11: identify the real bottleneck

Do not buy equipment because a list says you should. Identify the task that is reliably slowing down or limiting the work you want to deliver. It may be a better support, backup, lens, workflow or more practice rather than a new camera body.

4.4 Week 12: plan the next quarter

Decide which work you want more of, which process needs another practice session and which offering you will deliberately postpone. A sustainable business is built by repeating good work, not by adding every possible service in the first quarter.

> **Personal review option.** If you would benefit from talking through your own goals, current techniques and workflow, course members can request a separately charged one-hour consultation when appointments are available. The session is for practical photography and working-process discussion, not legal, tax or financial advice.

5 90-day reflection

The work I can now deliver confidently: .....
The task that still needs deliberate practice: .....
The one system I will improve next: .....
The kind of client I will focus on next quarter: .....