

YOUR FOUNDATIONS

CLARIFY YOUR GOAL, PASSION, SKILLS & KNOWLEDGE

YOUR GOAL

What is your big, ambitious goal for your photography business?

Make the goal specific & measurable, ambitious but achievable and give it a deadline.

My goal is to _____

I will know I have achieved it because _____

The date I will complete it by is _____

YOUR PASSION

Why do you love photography? _____

Is there anything about photography you would be uncomfortable with? _____

YOUR SKILLS

What are you really good at, or could become really good at, in photography?

YOUR OTHER ATTRIBUTES

What special skills, knowledge, insight, attributes or passions do you have outside of photography? _____

COMBINING SKILLS

Write down some ideas of how you could combine your photography skills with your other attributes
