

YOUR BUSINESS MODEL

HOW YOU OPERATE

Every business needs to understand how it works. Complete each section as you go through the course.

SKILLS AND RESOURCES YOU WILL USE

Detail how you will use your passion, skills and unique attributes. Describe your bulletproof portfolio.

YOUR CUSTOMERS

What is your niche and who is your ideal customer? Who is your photography for?

YOUR UNIQUE VALUE

What customer pains do you fix and how do clients benefit from working with you? What do you do better than your competitors?

HOW YOU FIND CUSTOMERS

What will you do to attract clients? How will you enhance your reputation?

SERVICES, PRODUCTS AND PRICING

What do you sell? How much does it cost?
