

Cash Flow & Seasonality Plan

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a cash-flow and seasonality plan from discrete drivers — seasonal booking/advance inflows, monthly fixed costs, crew/editing payment timing, and off-season reserves — so you carry fixed costs through the lean off-season and manage advances well. Use it for cash planning. For seasonal pricing use the Seasonal & Demand Pricing (via pricing).

Purpose of this tool & output

Survive lean months, manage advances

How the output is used

Use it to survive lean months and manage advances — a cash flow and seasonality plan that funds the studio year-round.

Who should vet it

Your CA or banker, to confirm the cash-flow plan against your booking seasonality and advances.

Important cautions

Advances are for future shoots, crew and albums — do not spend them as profit; build an off-season reserve during peak, and fill lean months with portrait/commercial work. Seasonality sinks studios that spend the peak/advance cash.

Companion documents

- Studio P&L Modeller
- Per-Project Economics
- Break-Even Analysis
- Pricing Profitability Review
- Equipment Buy-vs-Rent & ROI
- Day Rate Calculator

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.