

Commercial Client & Retainer Management

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 an approach to win and manage commercial clients and retainers — pitching brands/restaurants/builders, monthly content retainers (product/food/social), account management and reliability, and pricing — so you build steady recurring B2B revenue to balance seasonal weddings. Use it to grow commercial. For the services menu use the Commercial Services Menu tool.

Purpose of this tool & output

Win and keep recurring commercial clients

How the output is used

Use it to win and keep recurring commercial clients — a commercial client and retainer management approach for steady B2B revenue.

Important cautions

Monthly commercial content retainers (product/food/social) give steady, recurring revenue that balances seasonal weddings; win them on reliability and content that drives the client sales, and manage the account professionally with dependable turnaround.

Companion documents

- Product / E-Commerce Photography SOP
- Food Photography Playbook
- Corporate & Headshot Sessions
- Real Estate / Architecture Photography
- Fashion / Lookbook Shoots
- Commercial Usage & Licensing

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.