

Growth & Diversification Strategy

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 growth and diversification strategy — scaling with a team/studio brand, adding niches (commercial for steady income), teaching, or passive products — evaluated on fit, income potential and effort, so you grow in the right direction beyond seasonal client shoots. Use it to plan the next move. For a specific service use the Niche & Specialisation Selector (via setup).

Purpose of this tool & output

Where to grow next — team, niches, or products

How the output is used

Use it to decide where to grow next — a growth and diversification strategy across team, niches and products.

Important cautions

Grow by smoothing seasonality (commercial/retainers), building capacity beyond yourself (team/studio brand) and monetising your expertise/assets (teaching, products); prioritise moves that reduce founder-dependence and seasonal income swings while leveraging your existing brand and skill.

Companion documents

- Scaling Strategy
- Multi-Photographer Studio Brand
- New Revenue Streams
- Teaching / Workshops / Mentorship
- Passive & Scalable Income

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.