

Niche & Specialisation Selector

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

Evaluates candidate photography niches (wedding, portrait, commercial, product, food, real estate) against demand, margin, seasonality, competition and your strength, and recommends where to focus/specialise. Use it when you are spread too thin. For positioning use the Studio Brand Positioning tool.

Purpose of this tool & output

Choose a profitable photography niche to own

How the output is used

Use it to choose a profitable photography niche to own — weddings, portraits, commercial or video against your skill and market.

Important cautions

A primary niche builds a recognisable portfolio and referrals; pair a high-value seasonal niche (weddings) with a steadier one (commercial/product) to smooth income across the year.

Companion documents

- Photography Business Setup Guide
- Photography Business Plan
- Portfolio Building Strategy
- Studio Team Structure Planner
- Studio Brand Positioning

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.