

Passive & Scalable Income

Photography & Videography

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

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 plan for passive/scalable income from your photography assets — stock licensing, selling presets/LUTs/templates, print-on-demand/wall-art, and digital products — so you earn beyond your billable time. Use it to build scalable income. For active new streams use the New Revenue Streams tool.

Purpose of this tool & output

Build income that does not need your time

How the output is used

Use it to build income that does not need your time — a passive and scalable income guide across products, licensing and stock.

Important cautions

Passive streams (presets, digital products, stock, courses) decouple income from billable time but need upfront effort and marketing; you cannot license/sell client images without consent (personality rights). Start with the asset you can productise most easily (e.g. your signature presets).

Companion documents

- Scaling Strategy
- Multi-Photographer Studio Brand
- New Revenue Streams
- Teaching / Workshops / Mentorship
- Growth & Diversification Strategy

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.