

Service Catalog & Package Design

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 service catalog and package structure — services grouped by type, clear deliverables per package (coverage, edited photos, video, album), and good-better-best tiers — so clients understand what they get and you upsell. Use it to define your offering. For weddings use the Wedding Package Builder.

Purpose of this tool & output

Design clear services and packages that sell

How the output is used

Use it to design clear services and packages that sell — a service catalog that makes it easy for clients to choose and buy.

Important cautions

Define deliverables precisely (edited-photo count, video length, album pages, delivery timeline) in every package — vague scope causes both under-charging and the disputes that hurt reviews. Clear tiers make upsell natural.

Companion documents

- Wedding Package Builder
- Pre-Wedding / Engagement Shoot Planner
- Portrait / Newborn / Maternity Packages
- Commercial Services Menu
- Cinematography / Video Services
- Add-Ons & Upsell Menu

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.