

Photography & Videography — 100 tools

All tools · at-a-glance descriptions · Generated 13 Oct 2026

This is the full list of AiSevak tools in this industry, each with a short description of what it produces. Open any tool on aisevak.in to run it.

Business Setup & Positioning

Photography Business Setup Guide

Produces a setup plan for a photography/videography business — niche and model (studio vs on-location vs both), registrations, equipment, team, portfolio and a launch checklist. Use it to start out. For the full plan use the Photography Business Plan.

Photography Business Plan

Builds a structured business plan for a photography/videography studio — market and niche, services and pricing, team/production model, financials and milestones. Use it for a loan or investor. For unit economics use the Studio P&L Modeller.

Niche & Specialisation Selector

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.

Portfolio Building Strategy

Builds a portfolio strategy — the shots/projects to create, styled/collaborative shoots to fill gaps, curation and presentation (Instagram, website, sample albums), and consistency of style — so your portfolio (the main sales asset) attracts your target clients. Use it to build credibility. For marketing use the Social Media & Portfolio Marketing tool.

Studio Team Structure Planner

Designs a team structure for a photography studio — lead photographers/cinematographers, second shooters, editors/retouchers, client coordination and album designers — with in-house vs freelance mix, so production and delivery scale. Use it to structure the team. For hiring use the Team & Freelancer Hiring Kit.

Studio Brand Positioning

Crafts brand positioning for a photography studio — the client you serve best, your signature style and edge (storytelling, cinematic, candid, luxury, value), and messaging and a tagline — so you stand out among many freelancers and command your price. Use it to sharpen identity. For portfolio use the Portfolio Building Strategy tool.

Services & Packages

Service Catalog & Package Design

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.

Wedding Package Builder

Builds wedding photography/videography packages — events covered (haldi/mehendi/wedding/reception), crew (photographers/cinematographers), deliverables (candid photos, cinematic film, teaser, album), and tiered pricing — so you present clear, compelling, profitable wedding packages. Use it for wedding sales. For pricing depth use the Pricing & Quotation Builder.

Pre-Wedding / Engagement Shoot Planner

Plans a pre-wedding/engagement shoot — concept and location, wardrobe and styling guidance, shot plan, logistics and permits, and package/pricing — so you deliver a stunning, well-organised shoot and add a profitable service. Use it for pre-wedding bookings. For wedding packages use the Wedding Package Builder.

Portrait / Newborn / Maternity Packages

Builds portrait service packages — newborn, maternity, family, kids, and personal branding/model portfolio — with session structure, deliverables, safety (esp. newborn) and pricing, so you offer profitable studio portrait services with steady, less-seasonal demand. Use it for portrait services. For the catalog use the Service Catalog & Package Design.

Commercial Services Menu

Builds a commercial photography services menu — product/e-commerce, food, fashion/lookbook, corporate/headshots, real estate/architecture — with deliverables, usage/licensing, and pricing basis (per-shot/per-day/per-usage), so you win steadier B2B revenue. Use it for commercial work. For pricing use the Pricing & Quotation Builder.

Cinematography / Video Services

Builds video/cinematography services — wedding films and teasers, brand/product videos, reels/social content, corporate films — with production approach, deliverables (length/format), and pricing, so video becomes a strong, high-value add or standalone service. Use it to offer video. For wedding video use the Wedding Package Builder.

Add-Ons & Upsell Menu

Builds an add-on and upsell menu — drone, same-day edit, live-streaming, extra albums/prints, extra crew/day, teaser films, and photo-booth — with pricing and pitch, so you lift ticket value with high-margin add-ons clients want. Use it to grow per-booking value. For packages use the Wedding Package Builder.

Package Tier Comparison

Builds a good-better-best package comparison for a client — different coverage, crew, deliverables and add-ons at three price points — so the client can choose easily and you nudge toward the middle/premium tier. Use it to present options and upsell. For a single quote use the Pricing & Quotation Builder.

Pricing & Quotation

Pricing Model

Builds a pricing model from discrete cost drivers — your time/day rate, crew, editing hours, equipment/travel and album/print cost, plus target margin and value — so packages are priced to be profitable, not underquoted. Use it to set prices. For a specific job use the Project Cost Calculator.

Quotation & Proposal Builder

Builds a professional quotation/proposal — package summary and deliverables, price, inclusions/exclusions, payment schedule, cancellation and delivery timeline, plus a personal/portfolio touch — so clients get a clear, trust-building proposal that closes. Use it to quote a client. For the cost behind it use the Project Cost Calculator.

Project Cost Calculator

Computes the true cost and suggested price of a shoot from discrete inputs — crew days and rates, editing hours, equipment/rental, travel/stay, album/prints and margin — so you never underquote a project. Use it before quoting. For the rate framework use the Pricing Model.

Value-Based Pricing Strategy

Builds a value-based pricing strategy — pricing on the emotional/commercial value of the outcome (once-in-a-lifetime wedding memories, brand sales impact) and your signature style, so you move beyond cost-plus and command premium prices. Use it to raise prices confidently. For the cost floor use the Project Cost Calculator.

Price Negotiation & Objection Handling

Produces negotiation scripts and objection handling — responses to too-expensive, another-photographer-is-cheaper and can-you-do-it-for-less, plus value reframing and smart concessions (deliverables not price) — so you protect your price and margin. Use it before client discussions. For value pricing use the Value-Based Pricing Strategy tool.

Package Price Optimization

Optimises your package pricing structure — the good-better-best price gaps, anchoring, decoy/premium tiers, and add-on pricing — so more clients pick the middle/premium tier and your average booking value rises. Use it to tune package prices. For the base model use the Pricing Model.

Seasonal & Demand Pricing

Builds a seasonal/demand pricing approach — premium pricing for peak wedding dates and auspicious muhurat, off-season and weekday offers, and early-bird booking incentives — so you maximise revenue in peak and fill the lean season. Use it to plan seasonal pricing. For packages use the Package Price Optimization tool.

Booking & Client Management

Booking & Enquiry Management

Designs a booking and enquiry-management system — capturing enquiries (Instagram DM, WhatsApp, calls, listings), quick response, a booking calendar to avoid date-clashes, and follow-up — so no enquiry is lost and dates are managed. Use it to organise bookings. For conversion use the Enquiry-to-Booking Conversion (via marketing).

Client Onboarding & Brief

Builds a client onboarding and brief process — capturing all shoot details (events, timings, locations, family/VIP list, must-have shots, style preferences), contract and advance, and a shared plan — so shoots run smoothly and expectations are aligned. Use it to onboard a booked client. For consultation use the Client Consultation & Expectation Setting tool.

Client Consultation & Expectation Setting

Builds a consultation and expectation-setting approach — understanding the client vision, honestly setting expectations (deliverables, style, delivery timeline, what is and is not possible), and building trust — so the client is delighted and disputes are avoided. Use it to run consultations. For onboarding use the Client Onboarding & Brief tool.

CRM & Follow-Up System

Designs a CRM and follow-up system — lead pipeline and stages, follow-up automation, and past-client re-engagement (anniversaries, new occasions, referrals) — so no enquiry slips and past clients bring repeat/referral work. Use it to organise sales. For bookings use the Booking & Enquiry Management tool.

Client Communication Plan

Designs a client communication plan — from booking through shoot to delivery, with pre-event confirmations, post-shoot updates, editing-progress and delivery communication — so clients feel cared for and where-are-my-photos anxiety (a top complaint) is avoided. Use it to set communication standards. For delivery use the Delivery & Handover Process (via post-production).

Cancellation & Rescheduling Policy

Drafts a cancellation and rescheduling policy with each term separate — non-refundable booking advance, cancellation slabs by notice, rescheduling and date-change terms, and force-majeure handling — so you are protected when a client cancels a reserved date. Use it in your contract. For the full contract use the Client Service Agreement (via contracts).

Referral & Testimonial Capture

Builds a system to capture referrals and testimonials/reviews at the delight moment (delivery/album handover) — the ask, the mechanic, and incentives — so word-of-mouth and social proof (the top acquisition for photographers) become systematic. Use it to drive referrals. For reputation use the Reviews & Reputation (via marketing).

Shoot Production & Operations

Shoot Planning & Shot List

Builds a shoot plan and shot list — the must-have shots, sequence and timing, locations and light, and crew assignments — for a specific shoot, so key moments are captured and the shoot runs to plan. Use it before any shoot. For wedding day flow use the Wedding Day Coverage SOP.

Wedding Day Coverage SOP

Writes a wedding-day coverage SOP — crew roles and coverage split across simultaneous events, timeline management, key-moment readiness, family/VIP handling, backup and data safety, and coordination — so a chaotic multi-event Indian wedding is covered flawlessly. Use it for wedding operations. For the shot list use the Shoot Planning & Shot List tool.

Equipment & Backup Checklist

Builds an equipment and backup checklist for a shoot — cameras, lenses, lights, batteries, cards, and critically backup bodies/cards/batteries — so gear failure never ruins an irreplaceable shoot. Use it before every shoot. For data safety use the On-Shoot Data Backup & Safety tool.

Crew Coordination & Briefing

Builds a crew coordination and briefing process — pre-shoot briefing on roles, shot list, timeline, style and coordination, and on-shoot communication — so a multi-person crew works as one and covers everything. Use it before crew shoots. For the day SOP use the Wedding Day Coverage SOP.

Location Scouting & Permits

Builds a location-scouting and permits process — assessing locations for light/angles/logistics, securing permissions/permits (monuments, venues, public spaces), and backup locations — so shoots at chosen locations go smoothly and legally. Use it before pre-wedding/outdoor shoots. For shoot planning use the Shoot Planning & Shot List tool.

Lighting Setup Guide

Produces a lighting setup guide for a shoot type — key/fill/rim and modifiers for portraits, product lighting, low-light event/wedding flash technique, and mixed-light handling — so you consistently get professional light. Use it to plan lighting. For equipment use the Equipment & Backup Checklist tool.

On-Shoot Data Backup & Safety

Builds an on-shoot data backup and card-management workflow — card rotation and labelling, immediate/on-site backup, and post-shoot dual-backup before formatting — so you never lose irreplaceable wedding/event footage to a card failure or mishandling. Use it to protect data. For post-production use the Editing Workflow (via post-production).

Difficult Conditions & Contingency

Builds contingency plans for difficult shoot conditions — rain/weather, harsh or very low light, crowds/chaos, uncooperative subjects, and gear failure — so you deliver even when things go wrong. Use it to prepare for the unexpected. For gear backup use the Equipment & Backup Checklist tool.

Post-Production & Delivery

Photo Editing Workflow

Builds a photo editing/culling workflow — ingest and backup, culling, batch editing with presets for consistency, retouching, and export/delivery specs — so editing is consistent, fast and does not become the delivery bottleneck. Use it to systematise editing. For outsourcing use the Outsourcing Editing Management tool.

Video Editing Workflow

Builds a video editing workflow — footage organisation and backup, selects, edit structure (teaser/highlight/full film), music/licensing, colour grading, and export/delivery — so wedding films and reels are produced consistently without editing dragging delivery. Use it to systematise video post. For photo editing use the Photo Editing Workflow tool.

Album Design & Production

Builds an album design and production process — selection and storytelling layout, design software/templates, client approval flow, printer/vendor selection and quality, and pricing/upsell — so albums are a beautiful, profitable, dispute-free deliverable. Use it to run album production. For delivery use the Delivery & Handover Process tool.

Delivery & Handover Process

Builds a delivery and handover process — delivery format (online gallery/USB/prints/album), a delightful handover, confirming completeness, and the review/referral ask — so delivery is on-time, professional and generates referrals rather than complaints. Use it to run delivery. For turnaround use the Delivery Turnaround Management tool.

Outsourcing Editing Management

Builds a process to outsource editing (photo/video) — selecting editors/companies, communicating your style (reference edits/presets), quality control, turnaround and cost, and data security — so you scale delivery and clear the editing bottleneck without losing your signature style. Use it to outsource editing. For the in-house workflow use the Photo Editing Workflow tool.

Delivery Turnaround Management

Builds a system to manage delivery turnaround — realistic timelines set upfront, editing capacity and queue planning (esp. after peak season), progress tracking and client updates, and clearing backlogs — so you deliver on time and avoid the delayed-delivery complaints that plague photographers. Use it to fix delivery delays. For editing use the Photo Editing Workflow tool.

Post-Production Quality Control

Builds a post-production quality-control process — checking edited photos/films for consistency, completeness (all key moments/must-haves included), technical quality and client-brief match before delivery — so every delivery meets your standard and disputes are avoided. Use it to assure quality. For editing use the Photo Editing Workflow tool.

Wedding Photography

Wedding Timeline & Coverage Planning

Builds a wedding coverage timeline — events and their key moments, timing and light, crew coverage per event, and buffers — with the couple, so every function is covered well and the crew is where the moments are. Use it to plan a wedding. For the on-day SOP use the Wedding Day Coverage SOP.

Candid & Storytelling Coverage

Builds a candid and storytelling coverage approach — anticipating and capturing genuine emotion and moments, the story arc of the day, blending candid with essential posed/family shots, and unobtrusive shooting — so your wedding coverage tells the story clients now expect. Use it to elevate coverage. For family shots use the Family & Group Shot Management tool.

Family & Group Shot Management

Builds a system to manage family and group shots at a wedding — a pre-agreed combination list, an efficient organised process, a designated coordinator, and speed — so every important family combination is captured without chaos or delay (a top source of missed shots and stress). Use it for group-shot coverage. For the timeline use the Wedding Timeline & Coverage Planning tool.

Destination Wedding Coverage

Builds a plan for destination/outstation wedding coverage — travel and gear logistics, on-location scouting and light, crew accommodation and pricing (travel/stay), backup, and coordination away from home base — so a destination wedding is covered smoothly and priced right. Use it for destination bookings. For pricing use the Project Cost Calculator.

Wedding Film Concept & Planning

Builds a wedding film concept and shooting plan — the film style and structure (teaser/highlight/full), the story and key moments/audio to capture, cinematographer coordination with photographers, and delivery formats — so your wedding films are cinematic and consistent. Use it to plan wedding video. For editing use the Video Editing Workflow tool.

Same-Day Edit Production

Builds a same-day edit (SDE) production approach — the on-site workflow, dedicated editor and gear, shot selection during the event, quick edit and playback logistics — so you deliver a wow highlight reel/film during the reception, a strong premium upsell. Use it to offer SDE. For add-ons use the Add-Ons & Upsell Menu tool.

Wedding Vendor & Planner Network

Builds a plan to develop referral relationships with wedding planners, venues, decorators, makeup artists and other vendors — mutual referrals, showcasing their work in your galleries, and reliability — so the wedding ecosystem sends you bookings (a top source of premium wedding work). Use it to grow via the vendor network. For marketing use the Social Media & Portfolio Marketing tool.

Commercial & Product Photography

Product / E-Commerce Photography SOP

Builds an SOP for product/e-commerce photography — set-up and lighting for consistency, marketplace spec compliance (white background, angles), high-volume workflow, retouching and delivery — so you deliver consistent, spec-compliant product images efficiently. Use it for product/e-com work. For pricing use the Commercial Usage & Licensing tool.

Food Photography Playbook

Builds a food photography playbook — styling and props, lighting for appetising food, shot angles by dish, freshness/timing, and workflow for restaurant menus, delivery apps and brands — so you deliver mouth-watering, on-brand food images. Use it for food shoots. For pricing/licensing use the Commercial Usage & Licensing tool.

Corporate & Headshot Sessions

Builds an approach for corporate photography — team headshots (consistent, efficient, on-brand), corporate events, and office/culture shoots — with a fast station-based workflow, consistency, and quick delivery, so you serve corporate clients profitably and win repeat contracts. Use it for corporate work. For client management use the Commercial Client & Retainer Management tool.

Real Estate / Architecture Photography

Builds a real-estate/architecture photography approach — wide-angle and composition technique, lighting/HDR for interiors, twilight and drone exteriors, staging, and fast delivery for listings — so you serve builders, agents and architects with sell-ready property images. Use it for real-estate work. For drone rules use the Add-Ons & Upsell Menu (drone) tool.

Fashion / Lookbook Shoots

Builds an approach for fashion/lookbook shoots — concept and moodboard, model/stylist/MUA coordination, location/studio and lighting, shot planning by outfit, and usage/licensing, so you deliver on-brand fashion content for apparel brands and designers. Use it for fashion work. For model release use the Client Contract & Model Release (via contracts).

Commercial Client & Retainer Management

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.

Commercial Usage & Licensing

Explains commercial usage rights and licensing — that you own copyright by default, how usage scope (web/print/ads/duration/exclusivity) should drive pricing, licensing vs full buyout, and protecting your rights — so you price commercial work on usage value, not just shoot time. Use it for commercial pricing/rights. For contracts use the Client Contract & Copyright (via contracts).

Marketing & Client Acquisition

Social Media & Portfolio Marketing

Builds a social + portfolio marketing plan — showcasing signature work, consistent posting of galleries/reels/behind-the-scenes, storytelling captions, and converting followers to enquiries — so your portfolio on Instagram/website drives bookings (the main acquisition for photographers). Use it for the overall plan. For Instagram specifics use the Instagram Growth Strategy tool.

Instagram Growth Strategy

Builds an Instagram growth strategy — a cohesive grid/feed aesthetic, reels for reach, engagement and collaboration (couples, vendors), hashtags/location tags, and converting to enquiries — so your Instagram grows and generates bookings, the key platform for photographers. Use it for Instagram. For content ideas use the Reels & Video Content Strategy tool.

Website & SEO

Builds a website and SEO plan — a portfolio website (galleries, about, packages, contact), local SEO for photographer-in-city searches, Google Business Profile, and blog/gallery content — so couples and businesses searching find you. Use it to build web presence. For social use the Social Media & Portfolio Marketing tool.

Wedding Listing Sites Strategy

Builds a strategy for wedding listing/marketplace sites (WedMeGood, WeddingWire/The Knot-style, Shaadidukaan) — profile and portfolio optimisation, reviews, lead handling and economics, and converting listing leads to direct bookings — so you use these high-intent platforms effectively. Use it for wedding-listing leads. For conversion use the Enquiry-to-Booking Conversion tool.

Reels & Video Content Strategy

Builds a reels/short-video content strategy — high-performing concepts (transformations, wedding highlights, tips, behind-the-scenes, trends), hooks, and a production-lite workflow using your own shoot footage — so you get reach and enquiries on Instagram/YouTube. Use it for video content. For the Instagram plan use the Instagram Growth Strategy tool.

Paid Ads Plan

Builds a paid-ads plan — Meta (Instagram/Facebook lead ads and portfolio-led awareness) and Google (photographer-in-city intent), with targeting, portfolio creative, offers, and cost-per-enquiry targets — so ad spend brings qualified bookings, not just likes. Use it to run paid ads. For organic use the Social Media & Portfolio Marketing tool.

Reviews & Reputation Management

Builds a reviews and reputation plan — generating genuine reviews (Google, wedding listings, social) from happy clients, responding to feedback, showcasing testimonials, and managing any negatives — so your reputation (critical for a trust-and-memories purchase) drives bookings. Use it to build reputation. For capturing them use the Referral & Testimonial Capture tool.

Enquiry-to-Booking Conversion

Builds a playbook to convert enquiries into bookings — fast personal response, a great consultation and proposal, addressing price and trust objections, follow-up and closing with an advance — so you win more of the enquiries you already get. Use it to raise conversion. For enquiry capture use the Booking & Enquiry Management tool.

Finance & Unit Economics

Studio P&L Modeller

Models the studio annual/monthly P&L from discrete lines — shoot revenue and album/print income, crew/freelancer cost, editing cost, equipment depreciation/rental, studio rent, marketing and overheads — to margin. Use it to understand profitability. For per-project use the Per-Project Economics tool.

Per-Project Economics

Computes the true profit of a project from discrete lines — booking value, crew cost, editing hours cost, equipment/travel, album/print cost and overhead share — so you know which projects and packages actually make money. Use it to understand project profitability. For pricing use the Pricing Model (via pricing).

Break-Even Analysis

Computes break-even from discrete inputs — average profit-per-booking and monthly/annual fixed costs (rent, equipment, salaries, marketing) — giving the bookings needed to break even and the margin of safety, accounting for seasonality. Use it to set your target. For the P&L use the Studio P&L Modeller.

Pricing Profitability Review

Reviews your package pricing for profitability from discrete inputs — each package price vs its true cost (crew, editing, album, overhead) — showing which packages/tiers make money and which are under-priced, so you fix loss-making packages and raise prices. Use it to audit pricing. For the base model use the Pricing Model (via pricing).

Equipment Buy-vs-Rent & ROI

Analyses whether to buy or rent a piece of equipment from discrete inputs — purchase price vs rental cost, usage frequency, and the payback/ROI — so you invest capital in gear that pays back and rent the rest, conserving cash. Use it before a gear purchase. For the P&L use the Studio P&L Modeller.

Cash Flow & Seasonality Plan

Builds a cash-flow and seasonality plan from discrete drivers — seasonal booking/advance inflows, monthly fixed costs, crew/editing payment timing, and off-season reserves — so you carry fixed costs through the lean off-season and manage advances well. Use it for cash planning. For seasonal pricing use the Seasonal & Demand Pricing (via pricing).

Day Rate Calculator

Computes a sustainable day rate from discrete inputs — your target annual income, realistic billable shoot days (accounting for editing/admin/marketing/seasonality), and overheads — so you charge a day rate that covers a full year on limited shoot days. Use it to set your rate. For project pricing use the Per-Project Economics tool.

Photography Business Valuation

Estimates a photography-business valuation from discrete inputs — revenue and profit, brand/portfolio and forward bookings, team and equipment, minus debt — noting the heavy personal-brand/key-person dependence, for a sale or partner buy-in. Use it for a valuation range. For the P&L behind it use the Studio P&L Modeller.

Contracts & Legal

Client Service Agreement

Drafts a photography client service agreement with each term separate — scope and deliverables, price and payment schedule, delivery timeline, cancellation, copyright/usage, liability limits and disputes — so every project is protected and expectations are clear. Use it as your standard contract. For weddings use the Wedding Photography Contract.

Wedding Photography Contract

Drafts a wedding photography/videography contract with each term separate — events and coverage, crew and deliverables, price and payment milestones, non-refundable booking advance and cancellation, delivery timeline, copyright/usage, and failure/liability — so a high-value emotional booking is fully protected for both sides. Use it for wedding bookings. For cancellation depth use the Cancellation & Rescheduling Policy tool.

Commercial Shoot Agreement

Drafts a commercial shoot agreement with each term separate — scope and deliverables, usage rights and licensing (the key commercial term), price and payment, revisions, timeline, and liability — so commercial/brand work is clear and your usage rights are properly monetised. Use it for commercial clients. For usage/licensing use the Copyright & Usage Rights Agreement.

Copyright & Usage Rights Agreement

Drafts a copyright and usage-rights/licensing agreement with each term separate — copyright retention, the licence granted (medium, duration, territory, exclusivity), permitted and prohibited uses, credit, and buyout option — so your image rights are clearly licensed and protected, not given away. Use it to license images. For commercial contracts use the Commercial Shoot Agreement.

Model / Property Release

Drafts a model and property release with each term separate — consent to photograph and use the person likeness/property, the usage scope permitted, compensation, and rights waiver — so you can lawfully use images (esp. commercial/portfolio) featuring people or private property. Use it before commercial/portfolio use. For usage licensing use the Copyright & Usage Rights Agreement.

Freelancer / Second-Shooter Agreement

Drafts a freelancer/second-shooter/editor agreement with each term separate — scope and dates, pay, copyright assignment to the studio, footage handover, non-solicit of clients and confidentiality, and conduct — so freelance crew are clear, your copyright/client relationship is protected, and they cannot poach clients or keep footage. Use it for crew. For team management use the Team & Freelancer Management (via team).

Client Data & Image Privacy

Explains data-privacy and image-handling responsibilities (DPDP) for a photography studio — consent for portfolio/social use of client images, secure storage of images and data, sharing with editors/freelancers, and sensitive-image handling — so you use and store client images/data lawfully and ethically. Use it to set data/image practices. For portfolio-use consent use the Model / Property Release tool.

Team & Freelancers

Team & Freelancer Hiring Kit

Produces a hiring kit for photography roles — second shooters, cinematographers, editors, coordinator — with skill/style assessment, portfolio review, a test shoot/edit, and reliability checks, so you build a team that matches your style and delivers. Use it to recruit. For the contract use the Freelancer / Second-Shooter Agreement.

Freelancer Network Management

Builds a plan to develop and manage a reliable freelance crew pool — a vetted roster of shooters/cinematographers/editors, briefing and style standards, fair rates and prompt payment, and availability for peak season — so you scale flexibly with dependable crew. Use it to manage freelancers. For hiring use the Team & Freelancer Hiring Kit.

Team Skill Development

Designs a team skill-development approach — shooting and lighting skills, your signature style/editing, client interaction, and craft growth — so your team delivers consistently at your standard and can be trusted with lead work. Use it to build capability. For consistency use the Team Style Consistency tool.

Team Pay & Incentive Structure

Designs a pay and incentive structure for photography team/crew — per-shoot rates for freelancers, salary+incentive for in-house, quality/reliability bonuses, and editor productivity — so crew are fairly paid, motivated toward quality and reliability, and stay. Use it to structure pay. For retention use the Team Retention tool.

Editor Team Management

Builds a system to manage the editing team (in-house/freelance/outsourced) — assignment and queue, style/preset consistency, quality control, throughput and deadlines, and clearing backlogs — so editing (the delivery bottleneck) runs reliably and on-style. Use it to run editing. For the workflow use the Photo Editing Workflow (via post-production).

Team Style Consistency

Builds a system to maintain style consistency across shooters and editors — a style guide, presets/references, shooting and editing standards, and review — so every client gets your signature look regardless of which team member shot or edited it, protecting the brand. Use it to standardise style. For training use the Team Skill Development tool.

Team Retention

Builds a retention plan for photography team/crew — diagnosing why good shooters and editors leave (pay, respect, growth, credit, going solo) and fixing it, so you keep the trained, style-fit crew that make you deliverable. Use it when crew attrition or poaching hurts. For pay use the Team Pay & Incentive Structure tool.

Studio & Equipment

Studio Space Setup & Design

Plans a photography studio space — shooting area and backdrops/cyclorama, lighting setup, client meeting/viewing area, editing workstations, storage, and a look that impresses clients — so the space works for shoots and sells to clients. Use it to set up/upgrade a studio. For equipment use the Equipment Planning & Investment tool.

Equipment Planning & Investment

Plans equipment investment — the cameras, lenses, lighting and support gear your niche needs, priority order, buy-vs-rent decisions, and budget phasing — so you invest capital in the gear that earns and rent the rest. Use it to plan gear. For buy-vs-rent maths use the Equipment Buy-vs-Rent & ROI (via finance).

Equipment Maintenance & Insurance

Builds an equipment maintenance and insurance plan — cleaning/servicing schedule, sensor/lens care, weather/travel protection, and insurance (equipment, and public liability) — so your income-critical gear stays reliable and a loss/damage does not cripple you. Use it to protect gear. For gear inventory use the Gear Inventory & Kit Management tool.

Data Storage & Backup Infrastructure

Builds a data storage and backup infrastructure — the 3-2-1 backup strategy (on-site, off-site/cloud), working vs archive storage, RAID/NAS, and an organised structure — so you never lose irreplaceable client projects and can retrieve past work. Use it to protect data at rest. For on-shoot backup use the On-Shoot Data Backup & Safety (via production).

Equipment Rental Management

Builds a system to manage renting equipment in (for occasional needs) and optionally renting your idle gear out — vendor relationships, rental terms and deposits, condition checks, insurance, and the rent-out revenue option — so you access gear flexibly and monetise idle equipment. Use it to manage rentals. For equipment planning use the Equipment Planning & Investment tool.

Gear Inventory & Kit Management

Builds a gear inventory and kit-management system — an asset register of all equipment, kit-checklists per shoot type, check-out/check-in for team use, and loss/damage tracking — so gear is accounted for, nothing is forgotten on a shoot, and losses are caught. Use it to manage gear. For maintenance use the Equipment Maintenance & Insurance tool.

Studio Software & Tech Stack

Guides choosing the studio software/tech stack — editing (Lightroom/Photoshop/Premiere/DaVinci), culling and client galleries, CRM/booking, album design, storage/backup and delivery — so your tools support efficient shooting-to-delivery. Use it to plan your tech. For the editing workflow use the Photo Editing Workflow (via post-production).

Growth & Diversification

Scaling Strategy

Builds a scaling strategy — moving from solo shooter to a studio brand with associate shooters, systemising sales/production/delivery, and the founder shifting from doing to leading/selling — so you grow revenue beyond your personal shooting capacity. Use it to scale. For the studio brand use the Multi-Photographer Studio Brand tool.

Multi-Photographer Studio Brand

Builds a plan to develop a multi-photographer studio brand — a brand and consistent style bigger than the founder, associate photographers who deliver it, sales that sell the studio, and quality control — so the business is more valuable, scalable and less founder-dependent. Use it to build a studio brand. For scaling use the Scaling Strategy tool.

New Revenue Streams

Builds a plan to add revenue streams beyond client shoots — prints/wall-art/album upsells, stock photography, presets/LUTs, gear rental, and referral commissions — so you diversify income and monetise your skills and assets. Use it to add income lines. For teaching use the Teaching / Workshops / Mentorship tool.

Teaching / Workshops / Mentorship

Builds a plan to monetise expertise through teaching — workshops, online courses, mentorship, and paid assisting — so you earn from your knowledge, build authority (which feeds bookings), and diversify income. Use it to add a teaching line. For content use the Reels & Video Content Strategy (via marketing).

Passive & Scalable Income

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.

Growth & Diversification Strategy

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).

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.