



Building Phase:
Going Full Time



Set yourself a building phase.

It's time. You can do this. I'm here to show you how.

Here are your four steps...ready?

1. Set your building phase.

1. Don't go in to debt.
2. Set aside 30% for taxes.

Tonie's definition of the building phase: time allotted to market the heck out of your business, while working 10-12 hour days from home, and spending as little as possible to see if you can get enough inquiries and bookings that are flowing through to meet the needs of your family financially.

2. Do the math. Know your personal numbers.

1. Budget
2. Dave Ramsey or Mint.com

3. Necessity only.

1. Keep your costs as low as possible.
2. Rent backup gear/flashes (it's less money upfront!)

4. Client management software.

1. Invest in this from the start!

“I wanna make money
doing what I love.”

“Utilize the free aspects of everything when you can.”

5. Branching out: Marketing!

1. Think outside of the box.
2. Celebrate successes!
3. Instagram, Facebook, Snapchat, and styled shoots are NOT the only forms of marketing.
4. Post when you're booked.
5. Talk about your journey—you never know when a marketing opportunity will open up.

Truth

Social media is NOT the only form of marketing, folks!



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“Blogging will change your business.”

Blogging

- What are you interested in? Blog about it!
- It puts your name back on people's minds.
- Blog 2-3x per week to get your name out there.

“If you're in a season of waiting, let's be honest, often times we feel that ALL the time. What are you doing in the waiting?”

What can you do today to get inquiries?

- Better website
- Blog series
- Reach out to vendors
- Pricing guide/brand update

Do the math right now!

What do you need to make each month? Plug it in here: \$

Now times that number by six months.

What's the total? \$

So, let's break it down. How many shoots do you need to book per month?

Additional resource:

<http://www.sixfigurephotography.com/pricing-calculator/>