



# 30-DAY ACTION PLAN TO LAUNCH YOUR PHOTOGRAPHY BUSINESS

Launch Your Photography Brand with Daily, Doable Steps

BY HELEN OAKES



# YOU GOT THIS!

Use this plan as a flexible guide. If you need more time for a task, no stress.  
The goal is consistent progress, not perfection.

Turn this into a checklist, calendar, or Trello board. Break it up by weekday if you only have evenings, or double up on slower days. Your timeline is yours to own!

*Helen*

PHOTOGRAPHER AUTHOR EDUCATOR



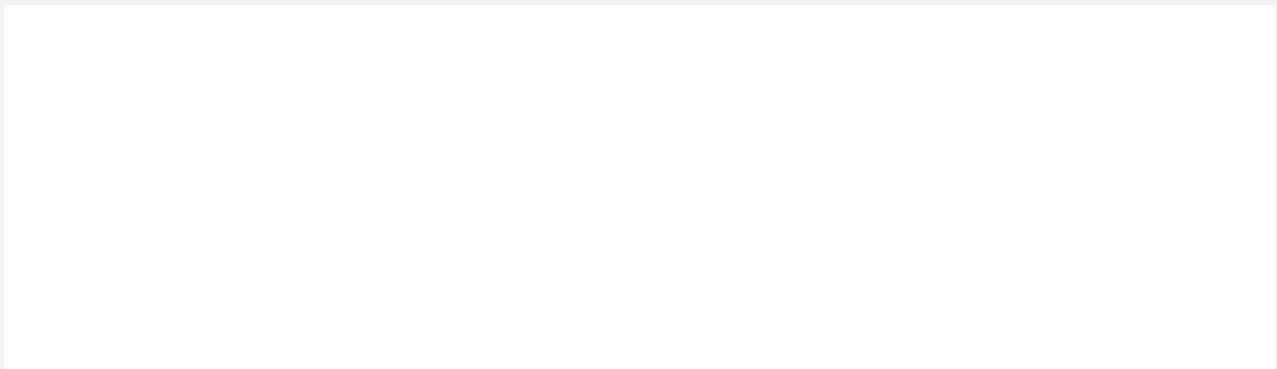
*Week 1*

## FRAME IT, DEFINE YOUR VISION & LAY THE FOUNDATION


Day 1: Define your “why”, why do you want a photography business?



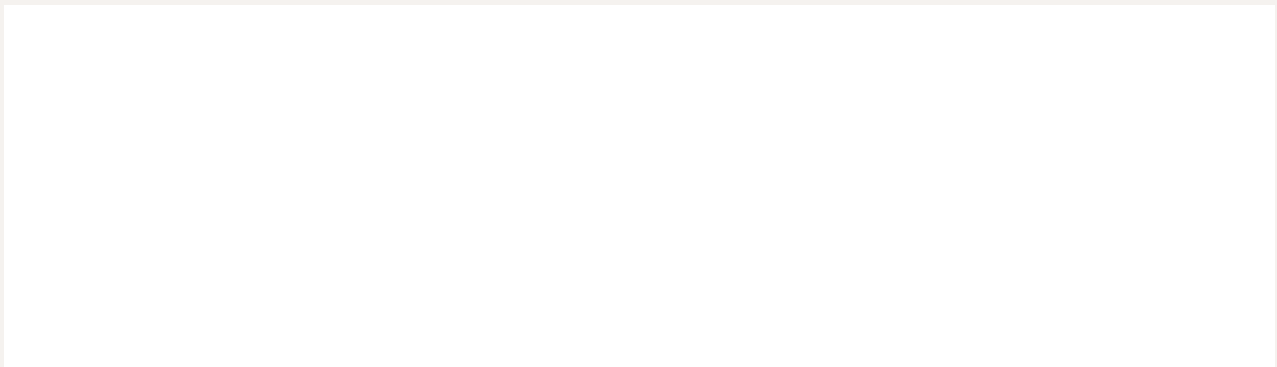
Day 2: Set clear short-term and long-term business goals



Day 3: Identify your niche (e.g. weddings, portraits, branding)



Day 4: Create your ideal client profile



# Week 1

## FRAME IT, DEFINE YOUR VISION & LAY THE FOUNDATION

Day 5: Audit your technical skills & gear, make a plan to upgrade as needed

Day 6: Set your pricing strategy and income goals

Day 7: Outline your service packages and what's included in each

Notes after week 1:

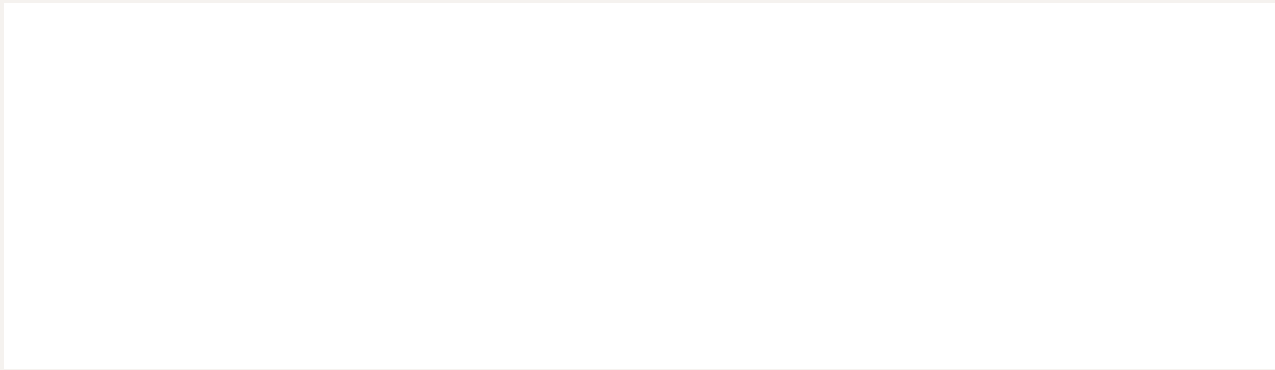
## Week 2

# BRAND IT — BUILD YOUR IDENTITY & ONLINE PRESENCE

Day 8: Choose your business name and secure your domain/social handles



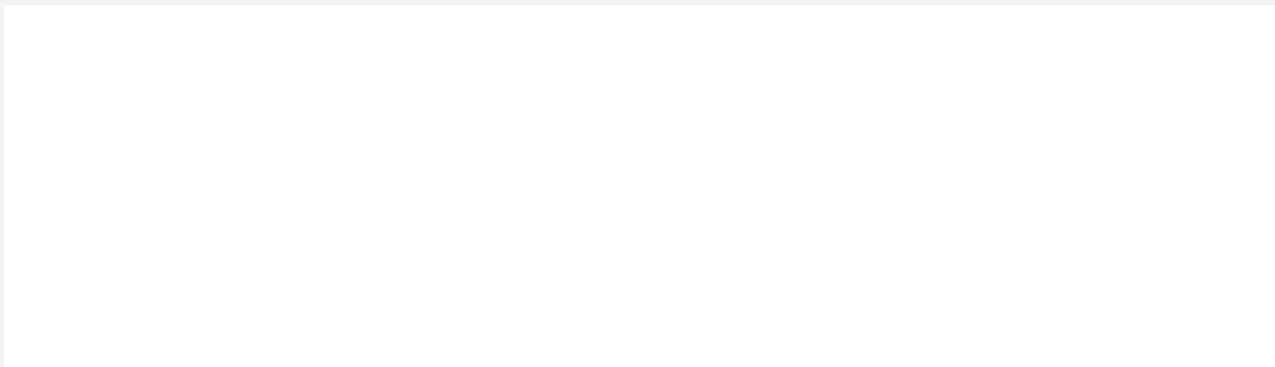
Day 9: Design your logo, color palette, and brand fonts



Day 10: Write a tagline that communicates your value



Day 11: Build a simple but professional website (Squarespace, Wix, or WordPress)



## Week 2

# BRAND IT — BUILD YOUR IDENTITY & ONLINE PRESENCE

Day 12: Create a digital portfolio of your best, niche-aligned work

Day 13: Write your bio and “About Me” section (highlight your story + what sets you apart)

Day 14: Set up your business email, contact form, and any booking tools

Notes after week 2:

# Week 3

## BOOK IT, START MARKETING & ATTRACTING CLIENTS

Day 15: Set up business profiles on Instagram, Facebook, Pinterest, and/or LinkedIn

Day 16: Draft your first 5 social media posts (portfolio + story + value posts)

Day 17: Create a basic content calendar using Later, Buffer, or Planoly

Day 18: Launch your profiles with an intro post and pinned services

# Week 3

## BOOK IT, START MARKETING & ATTRACTING CLIENTS

Day 19: Reach out to friends, family, and your network with a launch announcement

Day 20: Offer a limited-time mini-session or launch discount

Day 21: Ask for testimonials from past or test clients and start collecting reviews

Notes after week 3:

# Week 4

## SCALE IT, BUILD MOMENTUM & TRACK PROGRESS

Day 22: Set up email marketing (MailerLite or ConvertKit) and a freebie opt-in

Day 23: Draft your first welcome email + client nurture sequence

Day 24: Start a referral program for happy clients

Day 25: Identify 3 local businesses to pitch for collaboration or cross-promotion

# Week 4

## SCALE IT, BUILD MOMENTUM & TRACK PROGRESS

Day 26: Research local expos or events to attend or partner with

Day 27: Join an online or local photographer mastermind/community

Day 28: Track key metrics: traffic, engagement, inquiries, income

Day 29: Review your wins & lessons learned so far

# Week 4

## SCALE IT, BUILD MOMENTUM & TRACK PROGRESS

Day 30: Set your next 30-day goals + celebrate! You just launched your biz! 🎉

Notes after week 4:

# HOW TO USE YOUR 30-DAY PHOTOGRAPHY BUSINESS ACTION PLAN

Set your foundation, build your brand, and start booking clients, one step at a time.

Congratulations on taking the first step toward turning your passion for photography into a real business. This 30-Day Action Plan is designed to give you structure, confidence, and momentum, without the overwhelm.

If you're just starting out or trying to refocus your efforts, this plan breaks down the essentials into four manageable weeks. It aligns perfectly with the ideas in my book **Frame It. Brand It. Book It.**, giving you a clear, week-by-week roadmap to go from scattered ideas to solid bookings.

Print it or keep it open daily as your personal roadmap. Complete each week's tasks before moving on, this builds your business logically. Check off what you finish, progress feels great! Pair this plan with the book (Frame It. Brand It. Book It.) for extra context and deeper strategy. Allow flexibility — you don't need perfection, you need action.

## WHAT YOU'LL GAIN FROM USING THIS PLAN

**Clarity:** Know exactly what to focus on each week, so you never feel stuck or second-guess your next step.

**Confidence:** Each task builds your skills, presence, and business structure, fast.

**Momentum:** Instead of trying to "figure it all out," you'll make consistent progress every day.

**Action:** No fluff. Just practical, doable steps that lead to results.

*This isn't just a checklist — it's your launchpad.  
Let's build your business — one day, one client, one photo at a time.*

