

# The Real Time Behind a Photo Session

You know a one-hour session isn't just an hour long. But do you truly know how much time and energy you're putting into each client? Our worksheet will help you quickly analyze where all of those hours are going so you can amp up your productivity (and maybe your prices!).

Grab yourself a coffee, plug the numbers in, bring up that calculator on your phone, and prepare to be amazed!

ShootProof [ ]



# 1. Prep

CATEGORY	TIME
Digital marketing <i>(posting on social media, etc.)</i>	
Design/ordering marketing materials <i>(business cards, ads, etc.)</i>	
Emailing clients back & forth <i>(inquiry, confirmation, reminders, etc.)</i>	
Scheduling their shoot	
Banking & bookkeeping for retainer	
Shopping for props	
Booking an assistant/second shooter	
Location scouting	
Business management time	
Formatting cards, charging batteries	



# 2. During the Session

CATEGORY	TIME
Child care <i>(organizing it, getting kids to and from, etc.)</i>	
Travel to and from location	
Connect with assistant/second shooter	
Pre-session time <i>(getting warmed up, giving instructions, etc.)</i>	
Shooting	



# 3. After the Shoot

CATEGORY	TIME
Dumping images & backup cards	
Culling	
Editing	
Uploading to galleries	
Discussing galleries & ordering process	
Meeting for in-person sales sessions	
Downloading to USBs	
Posting on social media <i>(sneak peeks, recaps, etc.)</i>	
ROES/ordering prints	
Packaging	
Mailing <i>(shipping)</i>	
Accounting	
Follow-up/thank yous	



**1. PREP TIME**

**2. DURING THE SESSION TIME**

**3. AFTER THE SHOOT TIME**

**4. MISCELLANEOUS/OTHER TIME**

**GRAND TOTAL TIME**