

PHOTOGRAPHY WORKFLOW AUDIT

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SYSTEMS FOR PHOTOGRAPHERS

with Latoya Dixon Smith

WHAT IS A SYSTEM?

sys·tem

'sistəm/Submit

noun

1. a set of connected things or parts forming a complex whole, in particular.
2. a set of principles or procedures according to which something is done; an organized scheme or method.

Systems are not a complex phenomenon that only super-analytical, numbers people need or find helpful. There are systems all around us: the ecosystem, the systems of the body, the systems that run in the computer or device you're viewing this from, even the system that allows you, a photographer, to produce beautiful images .

But what about the systems it takes to run your business smoothly and more efficiently? The systems that help you find your ideal clients? The systems that turn prospective clients into clients who book? The systems that keep your clients happy throughout their experience with you? And the systems that satisfy those clients so much that they refer you to other prospective clients, starting the cycle all over again?

In this audit I will guide you through some processes you can systematize in order to spend less time in the back end so that you can make happier clients.

LATOYA DIXON SMITH

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LEAD GENERATION

From inquiry to booking, what are the specific steps happening in your backend on the journey to receive your services?

PROCESS STEPS:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

QUESTIONS TO PONDER

What are the ways prospective clients can contact you?

How do you track and manage those leads? Is there a process?

How do you send them more information about how to book with you? Is there a process?

Do you have standard materials to send them (emails, brochures, etc)? Is there a process?

How/how soon do you follow up with them? Is there a process?

How do you track your correspondences with clients?

CLIENT ONBOARDING

When a client books, what are the specific steps happening in your backend on the journey to receive your services?

PROCESS STEPS:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

QUESTIONS TO PONDER

How does a prospective client book you? Is there a process?

How does a prospective client pay you? Is there a process?

Do you require any information from the client during booking? How do you collect it?

Do you have any contracts or agreements in place? How do you send/receive them?

PORTRAIT SESSIONS

What are the specific steps happening in your backend on the journey to a portrait session with your client?

PROCESS STEPS:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

QUESTIONS TO PONDER

What happens between booking, the time of services rendered, and delivery of photos? Is there anything a client needs to know at any of those steps? How do you communicate it?

What does a client need to know before they show up to their session? How do you communicate this?

During the session what has to take place in order for you to consider it a successful session? Is there a process?

What does a client need to know after the session is over? How do you communicate this?

When/how does a client receive their completed images? Is there a process?

SYSTEMS FOR PHOTOGRAPHERS

WITH LATOYA DIXON SMITH

Hey y'all; I'm Latoya. I'm an engineer turned photographer and the creator of Systems for Photographers. I help photographers map out and set up systems in their business operations so that they have more time to do what they love. I'm a wedding photographer, wife, and mom of 2, so having systems in place in both my life and business are of the utmost importance and the key to my sanity.

Systems for Photographers offers valuable resources, products, and services to help you get your business back end in order so that you can effectively use your time and money doing more of what you love!

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