

TIME COST CHECKLIST FOR THE PHOTOGRAPHER

created by Marianne Drenthe

www.marmaladephotography.com

Be honest with your time. Keep a notebook with you to keep track of how much time it takes to accomplish a task. We have a finite amount of time on this earth it's important to include all the little tasks that we tend to overlook in our daily business dealings with our clients. Keep track of your time, it's much like when you do a food diary – we tend to grossly underestimate the time we actually spend conducting business. If this is the case it's time to re-evaluate your business model and how you price.

Do this for 3-5 client sessions to get the most accurate time estimation. For each session you conduct add the time spent for each client and divide by the number of sessions you have kept track of. For best results I suggest using a variety of sessions you typically shoot (a family session + a newborn session + a session with one child + a session with siblings or any variation of). Using a variety of sessions will allow you to get an accurate picture of how much time you truly spend working with your client.

Date of Session: _____ Checklist # _____

Client's name: _____

Type of session (circle one): *Maternity* *Newborn* *Single Child* *Siblings* *Family*

Senior Session *Engagement Session* *Extended Family (> 6 people)* Other: _____

TIP: for simplicity's sake use minutes when documenting time spent (i.e.: 125 minutes travel time)

_____ **Pre-session** contact time with client (includes time for pre-session interviews, setting up the session, phone time, email time, payment, what to wear/expect discussions, etc.)

_____ **Prep time** (getting your gear together and anything else you prep for prior to a session)

_____ **Travel time**

_____ **Pre-session time with client** (getting to know you, outfit selections, showing off your sample work, travelling to your destination etc.)

_____ **Shoot time** (time in front of the camera with client)

_____ **Travel time** from session

_____ **Computer time post session** (include time for transferring files to computer, culling images, editing images, resizing/prepping images for presentation, ordering/burning images, etc.)

_____	Any back & forth communication email/phone with client post-session
_____	Physical packaging/shipment time (include travel to/from shipping service)
_____	Follow up time (thank you notes, follow up phone call/email, etc)
_____	Any miscellaneous time not included for instance, you need to drive to the office supply store for envelopes for your disc or your client needs extra hand holding at some point in the process or perhaps you need to drive your children to the sitters at some point during this process to get your work done. Include it all – you want a realistic breakdown of how much time you spend)
_____	Add the total number of minutes and divide by 60 to get your hours spent conducting this session
	_____ TOTAL NUMBER OF HOURS + MINUTES

This PDF document is made available to you and I ask that you honor this intellectual property by not copying it for yourself (or your business) without accreditation to this site (www.seethelightworkshop.com) and myself, Marianne Drenthe (www.marmaladephotography.com)

Sharing this without proper accreditation is stealing, it's not a nice thing and it can get you in big trouble. Much like photography is about knowledge, time and energy so is creating these kind of goodies that are shareable. I don't mind sharing, I do mind not getting credit for my time. Thanks for understanding!

xoxo,
Mare (Marianne Drenthe)
www.marmaladephotography.com