

THE COMPLETE GUIDE TO FOOD PHOTOGRAPHY PRICING

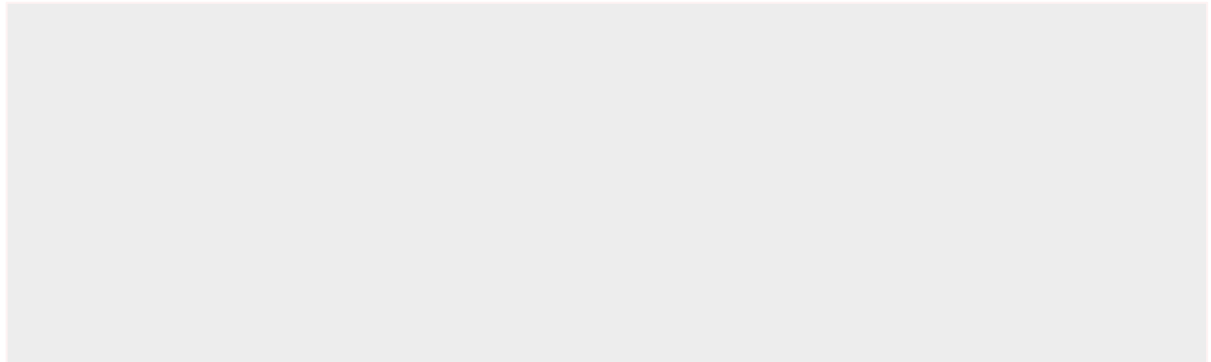
Worksheet 1

Who are your ideal clients?

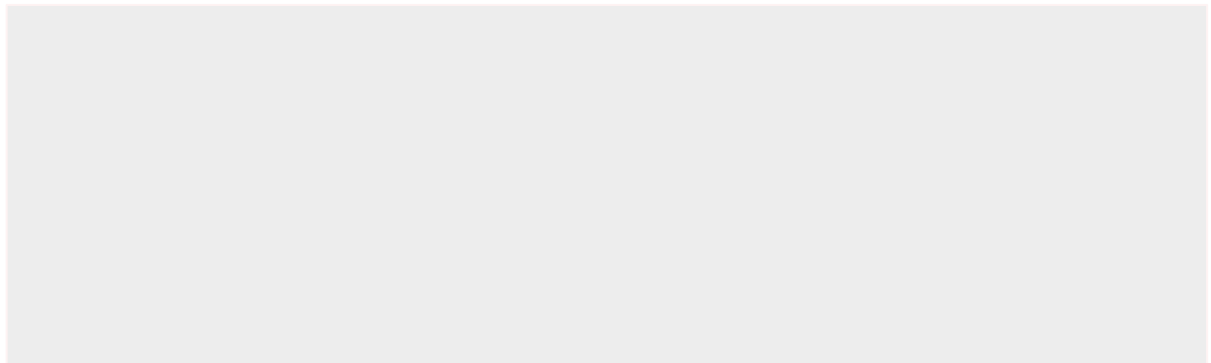
How much do you want to get paid per year?

Think about the quality of your current work. Does it match your current ideal client?

Think about what you perceive the value of your work to be. Does it match the quality of your work and your current ideal client?



On your next shoot, write down every task you did to complete the job and how long each took you.



Can you find out what your competitors charge? If so, what are their prices and what is included?

