

The PhotoMBA Pricing Guide

One of the top questions that I get asked by photographers is how to price their work.

My first response is always: "**The market is the market.**" That means that it's whatever people will pay you. But, savvy photographer, you know that what people will pay you depends on a lot of things: branding, referrals, positioning, etc.

I'll be brief (because I want this to be just one-page long!):

Each time you decide to price your services or your work, make sure not to neglect the following questions. If they ask for something totally new you've never offered before, ask to follow up in 24 hours.

- How many images will you need? (Helpful if they want per-image pricing).
- What is your delivery timeline? (Faster turnaround means priority pricing).
- What travel is involved?
- How will the images be used?
- Which photos in my portfolio stood out to you? (Some of your work is harder to recreate than others).
- Have you worked with professional photographers before?
- How will the images be delivered to you?
- When will the final decision be made?

Things to factor into your pricing that most photographers neglect (and the number one reason their businesses fail!):

- Gear replacement
- Travel costs
- Time costs
- Tax rate
- Number of hours worked

PRO TIP

Don't ever ask if they have a budget. It immediately makes them put you into the mental category of a "expense to be minimized."

Brendan - **PhotoMBA**