



Ignite:

Build the Foundation of Your Photography Business: The Workbook

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Chapter One: Notes & Prompts

Theme: You are no longer *just* ‘the photographer’.

You’re a visual problem solver.

A professional business.

A creative partner.

Key Takeaways

- Passion isn’t a business model—problem solving is.
- Clients want solutions, not art for art’s sake.
- Showing up like a business changes how you’re seen—and hired.
- You don’t need permission to start.
- You attract the work you show.

Your notes:

Reflection Prompts

1. What kind of problems do your *ideal clients* need solved with photography?

(Think beyond “images.” What’s the purpose behind them?)

2. Where are you still acting like an artist waiting to be discovered—rather than a business providing solutions?

3. Think of one recent shoot. Did you ask: “What is this image for?” “What should the audience feel?” What would you do differently now?

4. Are you waiting for someone to tell you you’re ready?

If yes: What would taking the next step—without that permission—look like?

Professionalism Check-In

For each one, rate yourself from 1 (not at all) to 5 (always):

(You can add a checkbox scale in InDesign.)

- I show up on time
- I meet deadlines
- I communicate proactively
- I follow through on what I say
- I present solutions, not just ideas

What’s one professional habit you can improve starting *this week*?

What Work Are You Showing?

“You get hired for the work you show.” Let’s take stock:

- Does your portfolio reflect the kind of work you want *more* of?
- Are you showing speculative or personal projects aligned with your dream clients?
List 2–3 types of images you need to start creating now:

Creative Partner Language

Try rewording one of your recent pitches, emails, or DMs with language that positions you as a collaborator: (Use one of these openers to start...)

- “Here’s what I’d recommend...”
- “Based on your audience, we might want to...”
- “Let’s talk through the best way to...”

Write a revised sample response or pitch using this tone:

Your Turn: Reframe It

Old mindset: "I hope they like my work."

New mindset: "Here's how my work solves their problem."

Write one sentence that sums up your new role as a visual problem solver:

Chapter Two: Notes & Prompts

Theme: Get specific. Clarity creates connection—and cash flow.

Key Takeaways (space for user to fill in)

- Trying to appeal to everyone is a great way to be ignored.
- Clients hire specialists who “get” their industry.
- A clear niche doesn’t limit you—it magnetizes the right work.
- Personal work can act like a beacon to attract your ideal clients.

Focus Finder Prompts

1. What type of photography makes you feel energized, confident, and creatively alive?

(List 2–3 kinds of shoots or subjects.)

2. What kinds of clients or industries do you naturally connect with or admire?

(Brands, products, causes, people you care about)

3. What type of work would you do for free—because you love it—but *should* be paid well for?

4. Where does your passion intersect with demand?

List 1–2 examples of people or businesses already *paying* for this kind of work:

Your Niche & Sub-Niches

Start to define your focus:

Primary Niche (e.g., product photography for handmade goods):

1–2 Supporting Sub-Niches (e.g., food editorial, packaging design):

Does this focus feel aligned with who you are—and who you want to serve?

Write a gut-check sentence here:

Craft Your Positioning Statement

Use this formula:

I help [type of client] create [visual style or outcome] for [purpose/platform/industry].

Examples:

- “I create craveable food photos for small restaurants and CPG brands.”
- “I help skincare companies elevate trust with clean, modern product photography.”

Draft your first version here:

Now say it out loud.

Does it feel clear?

Confident? Real?

Portfolio Audit (Use checkboxes in InDesign)

Go through your existing portfolio or Instagram grid and ask:

- Does this image reflect the type of work I want more of?
- Would a brand in my niche want to license this?
- Is my visual style consistent and intentional?

Which images need to go?

Which ones need to be added (personal projects, new shoots, edits)?

Build What You Want to Attract

Pick ONE personal project you could shoot this month that reflects your niche.

Make it simple. Make it strategic.

(Example: a 3-image series for a mock client like a boutique olive oil company.)

Describe the project:

What will it show a potential client about your skillset?

Saying No with Purpose

Saying “yes” to the wrong gigs delays the right ones.

What kinds of projects will you start turning down?

How will you politely decline (or refer) them? Write a sample sentence or email line:

Final Prompt

What’s one decision you can make *today* that brings your niche into sharper focus?

Chapter Three: Notes & Prompts

Theme: Your portfolio isn't a scrapbook. It's a sales tool.

Key Takeaways

- A strong portfolio reflects your niche, not your greatest hits.
- It should whisper, *"This is exactly what you're looking for."*
- Every image should serve a purpose—and that purpose is to get hired.
- Personal work = powerful bait when done with intention.

Your Notes:

Portfolio Inventory

Start with your current body of work:

1. How many images currently live in your online portfolio or main gallery?

2. How many of them directly reflect your niche (as defined in Chapter 2)?

3. Are there images that look good—but don't serve your current direction?

List a few here you might need to remove or retire:

Curate With Intention

Check off what you're already doing—and circle what needs work:

- I've grouped my work by type (e.g., product, food, editorial)
- Each gallery feels consistent in style and tone
- My strongest images are at the beginning
- There's a clear rhythm or flow to how the work is presented
- I've included a mix of client and personal work
- I've added context where helpful (project descriptions, outcomes, usage)

What part of your portfolio feels strongest right now?

What feels weakest or confusing to the viewer?

Define Your 3 Buckets

List the 3 main types of work your portfolio should represent (aligned with your niche):

1 _____

2 _____

3 _____

Now write 1–2 sentences describing the *purpose* of each category—for the client's point of view. What does each category *solve* for them?

Showcase Range, Not Chaos

Within your niche, how are you showing versatility?

(Examples: soft vs. dramatic lighting, flat lay vs. in-use, macro vs. scene)

List 3 ways your current work displays range *without breaking consistency*:

Add the Context

Write 2 sample captions you could add to images that demonstrate use-case, story, or value:

1. “Photographed for [client or mock-client] to launch [product/campaign]. Used on [platforms].”
2. “Styled and shot to demonstrate clean, high-trust visuals for packaging mock-up.”

Personal Work That Fills Gaps

Identify 1–2 gaps in your portfolio. (Ex: You don’t have any packaging shots, or your food images don’t show context.)

What’s missing?

What personal project could you do to fill one of those gaps this month?

Portfolio Format Prep

Which formats do you already have ready and aligned?

- Website
- PDF for outreach

- Social media grid or archive
- Case studies or blog posts
- Behind-the-scenes or process content

Which one do you need to create or clean up next?

Portfolio Maintenance Plan

Portfolio = never finished.

Pick a quarterly review date and write it down:

Now, set a reminder. Every 3 months: Add. Cut. Refresh. Refocus.

Chapter Four: Notes & Prompts

Theme: Your website isn't a gallery—it's a conversion machine.

Key Takeaways

- Your website should act like your pitch deck and assistant—clear, strategic, and easy to navigate.
- Clients don't want to “explore your vibe.” They want to know if you can solve their problem.
- Copy matters. Structure matters. CTAs matter.
- It should work beautifully on mobile—because that's where clients *are*.

Your Notes:

Website Self-Audit

Start with the basics. Rate your current site from 1 (not at all) to 5 (absolutely):

- Homepage clearly states what I do, for whom, and where I'm based
- Navigation is clean and intuitive
- Portfolio is curated by category (not just a scroll of random work)
- About page connects with my target client
- Services / Info page clearly outlines offerings and how I work
- Contact page is easy to use and functional
- Every page has a clear call-to-action

What's the most confusing part of your current site (from a client's POV)?

What's the strongest part that already reflects your brand well?

Write Like a Pro (Not a Selfie Caption)

Let's improve your homepage headline or bio section:

Draft a strong positioning statement or one-liner for your homepage:

Example:

"I help artisan brands tell their story through bold, modern food and product photography."

Write yours:

Now take a stab at your About page opening paragraph:

Keep it human, helpful, and relevant to the client—not a life story.

Desktop vs. Mobile

Open your site on your phone.

Does the menu work smoothly?

Are the images loading fast and sharp?

Can you book/contact in under 10 seconds?

Write 2–3 things you need to fix for mobile experience:

Calls-to-Action (CTAs)

Your site should make it easy for the client to take the next step. List 3 CTAs you're using (or will use):

1

2

3

Where will you place them?

(Examples: homepage hero, bottom of portfolio, services page, blog post footers)

Trust Signals

What trust signals can you add or improve?

- Testimonials from past clients
- “As seen in” or client logos
- Case studies or success stories
- Process or workflow section
- Behind-the-scenes photos or short videos

Which one will you add or refresh this month?

SEO Starter Prompts

Let’s set up your site to be *found*.

What’s one keyword phrase your client might search to find someone like you?
(e.g., “Portland food photographer” or “clean product photography for skincare”)

Do you use that keyword in your homepage title, metadata, and at least one page headline?

List 2–3 blog topics or case study ideas that could help boost search visibility:

1 _____

2

3

Website Update Plan

When's the last time you updated your site?

Last update: _____

Next scheduled review: (add to calendar) _____

Make a list of pages or sections to clean up:

- Homepage
- Portfolio
- About
- Services
- Blog / Case Studies
- Contact

Chapter Five: Notes & Prompts

Theme: You don't need thousands of clients. You need the *right* 50.

Key Takeaways

- Your Dream 50 isn't about chasing fame—it's about finding aligned, realistic opportunities.
- Dream clients respect your work, value your role, and can actually hire you.
- This is strategic outreach, not spray-and-pray marketing.
- You're building relationships before pitching anything.

Your Notes:

Define *Your* Dream Client

Let's get specific:

What industries or types of businesses are most aligned with your niche?

What kinds of clients already use photography regularly—or should be?

What values or working styles matter to you in a client?
(Think: collaboration, creative freedom, sustainability, etc.)

Now write a sentence or two describing what your "dream client" looks like:

Build Your Dream 50

Start small—10 to begin. (Add more weekly during your marketing block.)

Use this format:

Business Name	Website	Contact Name		Why They're a Good Fit

Tools you can use:

- LinkedIn
- Instagram
- Local directories / Chamber of Commerce
- Existing contacts
- Google search by niche/location

Tier Your Leads

Now sort them into these buckets:

Tier 1: Ready to pitch now

(Portfolio is aligned and contact is reachable) List a few names:

Tier 2: Need 1–2 more images or research before pitching

Tier 3: Aspirational—might take time, but worth nurturing

What's ONE action you can take this week to move a Tier 2 client into Tier 1?

Outreach Strategy

Before you pitch, warm up the connection.

Pick 2–3 ways to engage with a dream client this week:

- Follow them on Instagram or LinkedIn
- Comment meaningfully on a post
- Share one of their articles or updates
- DM with a genuine compliment or insight
- Add to your CRM with a reminder to follow up

What will your first outreach message sound like? Here's a template to build on:

“Hi [Name], I've been following your work and love what you're doing with [project/product]. I'm a photographer focused on [niche], and I'd love to share some work if you're ever looking for fresh visuals.”

Write your version:

Follow-Up Game Plan

Clients don't always reply right away. That's normal.

What's your follow-up cadence?

Example: initial email → follow-up in 10 days → share new work 3 weeks later)

What's one piece of value you could send in a follow-up?
(Think: new spec project, blog post, article you loved, case study)

Outreach Tracker Setup

Whether it's Notion, Trello, Airtable, or Google Sheets—create a tracker with these columns:

- Business Name
- Contact Info
- Tier
- Date of First Outreach
- Last Contact
- Next Follow-Up Date
- Notes

Which tool will you use?

What day/time will you update your list each week?

Final Prompt

Which mindset do you need to reinforce right now?

- “This is relationship-building, not begging.”

- “I offer value, not just pretty pictures.”
- “One right client is worth more than 100 unaligned ones.”

Write your version of this reframe:

Chapter Six: Notes & Prompts

Theme: Email isn't dead—it's direct, personal, and high-ROI as hell.

Key Takeaways

- Email puts your name where business actually happens: the inbox.
- A small list of the right people beats a giant one full of dead weight.
- Your job isn't to sell—it's to stay top-of-mind and show your value.
- Consistency > frequency.

Your Notes:

Build or Audit Your List

Let's get your email list started (or cleaned up).

Current list segments:

- Past clients
- Warm leads (Dream 50, inquiries)
- Collaborators and partners
- Newsletter subscribers

How many people are on each list right now? (Ballpark it.)

What platform are you using (or planning to use)?

(Ex: MailerLite, ConvertKit, Flodesk, etc.)

If you're still using Gmail—time to upgrade.

Your Welcome Email

Write a simple, human, friendly welcome message you'll send when someone joins your list.

Template:

"Hey [Name], thanks for connecting! I share new work, behind-the-scenes stuff, and occasional offers once or twice a month. I'm glad you're here."

Your version:

Add a link to:

- Your main portfolio
- A recent project
- A blog post or case study
- Something fun that shows your personality

What to Send (And When)

Pick 3 content ideas you could send over the next 60 days:

1. A behind-the-scenes breakdown of a personal or client shoot
2. A portfolio update with a note about what the shoot solved
3. A soft promo or service highlight (seasonal, retainer, booking now, etc.)

What's your ideal send frequency?

- Monthly
- Every 6 weeks
- Quarterly

Pick one and **commit to a schedule**:

First send date: _____

Next send after: _____

Write Like a Human

Keep it short, helpful, and scannable.

Write a subject line for a future email:

Write the opening line of that email:

Write the closing CTA:

(Examples: “Want something like this for your brand?” / “Let’s talk about your next campaign.”)

Automate What You Can

Which of these can you set up this month?

- 1–2 email welcome sequence
- Follow-up reminder emails for unresponsive leads
- Seasonal reminder (ex: “Holiday shoot booking now”)
- Drip campaign for new subscribers

What’s your first automation priority?

Review & Improve

Pull your last few email sends (or start tracking now):

What had the highest open rate? _____

What type of content got clicks? _____ What

led to replies or DMs? _____

If you haven’t sent anything yet, don’t sweat it—use this month to start measuring.

Grow It On Purpose

How will you grow your list? Choose at least 2:

- Ask past clients

- Add Dream 50 leads manually
- Create a freebie or mini guide
- Add a form to your website
- Include an “opt-in” on your contact form
- Post a CTA on social once a month

What will your opt-in offer or signup CTA be?

(Ex: “Get new work, behind-the-scenes insights, and promos twice a month.”)

Final Prompt

What’s stopping you from sending that first or next email? (Perfection?

Fear of annoying people? Not knowing what to say?)

Write it down.

Then write the truth under it.

Chapter Seven: Notes & Prompts

Theme: One focused hour a week beats 100 random “I should do marketing” thoughts.

Key Takeaways

- Marketing isn’t a luxury—it’s your lifeline.
- The Weekly Marketing Block creates forward motion, even when you’re busy.
- Done consistently, it compounds like creative interest.
- The goal is progress, not perfection.

Your Notes:

Choose Your Block

Pick a day and time when you’re alert, available, and *least likely* to be interrupted.

My Weekly Marketing Block is:

Day: _____

Time: _____

Duration: 1 hour 90 minutes 2 hours

Add it to your calendar. Set a reminder. No excuses.

Create a Rolling Task List

Start your “Always-Ready” list—tasks you can pull from each week. Choose 5–7 from the list below or write your own.

- Follow up with Dream 50 lead
- Email 2 past clients to check in

- Update 3 images in your portfolio
- Draft a blog post or case study
- Post a carousel on Instagram
- Create a spec shoot concept
- Research 1–2 new leads
- Review site SEO or alt tags
- Plan upcoming newsletter content
- Schedule 3 LinkedIn posts

Add your top 3 go-to marketing tasks here:

1 _____

2 _____

3 _____

Focus: Action Over Tinkering

What common “busywork” traps do you fall into?

(Examples: tweaking logo again, reorganizing Lightroom, reading articles about SEO but not doing anything...)

Write them down:

Now write your new rule:

“If it doesn’t help someone hire me or remember me—it waits.”

Alternate Focus Areas

Break your weekly block into two zones and rotate them:

Week A (Visibility):

- Blog post
- Instagram / LinkedIn
- Email newsletter [
-] Website update

Week B (Outreach):

- Dream 50 contact
- Lead follow-up
- Proposal prep
- Collaborator check-in

Which rhythm works best for you? Weekly flip? One focus per month?

Make It Stick

Marketing doesn't always give instant results—so make consistency the win.

How will you track your momentum?

- Notion or Trello board
- Google Doc
- Physical whiteboard
- “Win Log” or journal
- Accountability check-in with a peer/mentor

What counts as a “win” for you?

(Examples: email sent, reply received, post published, new lead added.)

Build a Simple System

What reusable tools can you create to speed up weekly work?

- Outreach email template
- Blog or case study structure
- Caption bank for social
- Image folder with ready-to-post visuals
- Workflow checklist for prospecting

Which one will you create first?

Monthly Review Prompts

End of each month, answer these:

1. What worked this month?

2. What didn't work or felt forced?

3. What's one small improvement to make next month?

Set a review date: _____ Repeat monthly.

Final Prompt

If your marketing habit were a client... would you be proud of how you've been treating it?

What needs to shift to show up with the same professionalism and care?

Chapter Eight: Notes & Prompts

Theme: Your memory is not a business system. Your CRM is.

Key Takeaways

- A CRM tracks every lead, follow-up, and opportunity—so nothing falls through the cracks.
- It doesn't have to be fancy. It just has to be used.
- This is your visibility dashboard, your follow-up engine, and your deal flow tracker.
- Organized contact = more booked work.

Your Notes:

Choose Your CRM Tool

You don't need to commit to a \$50/month platform. Start with what fits.

- Google Sheet
- Notion
- Trello
- Airtable
- HubSpot (free CRM)
- HoneyBook / Dubsado
- Something else: _____

Which one will you start (or update) this week?

Start Your Contact List

Start simple. Aim for 20 quality entries in your first round. Include:

- Past clients (last 1–2 years)
- Dream 50 targets
- Collaborators, stylists, agencies, vendors
- Anyone who inquired but didn't book

How many contacts do you currently have logged and organized?

What's your goal by the end of the month?

- 20 contacts
- 50 contacts
- 100 contacts

Set Up Your Pipeline Stages

Think of your CRM like a conveyor belt—every lead is at a different stage.

Copy or customize this progression:

1. Lead Identified
2. First Contact Made
3. Replied / In Discussion
4. Proposal Sent
5. Booked
6. Completed
7. Nurture / Follow-Up

Which stages are missing or unclear in your current setup?

Add Context + Notes

Good CRM entries aren't just names and emails—they're memory banks.

Add these to each contact:

- Where you met / how you found them
- What they were interested in
- Project ideas or notes
- Personal details or brand tone
- When to follow up next

Pick 3 Dream 50 leads and write one sentence about what kind of content or shoot might interest them.

1 _____

2 _____

3 _____

Set Follow-Up Reminders

Let's stop ghosting leads by accident.

What's your standard follow-up rhythm?

(Example: 1 week after pitch → 3 weeks later with new work → quarterly check-in)

Define your cadence here:

What's your follow-up tool?

CRM reminder system

Google Calendar

To-do app (e.g., Todoist, Things, etc.)

Physical notebook

Other: _____

Weekly CRM Review

Tie this into your Weekly Marketing Block. Every week:

- Who needs a follow-up?
- Are there any warm leads going cold?
- Did you log this week's outreach?
- Are any booked clients ready for upsell or follow-up project?

What day/time will you check your CRM every week?

CRM = Confidence

This is how you shift from reactive to proactive. You don't wait for work—you build relationships with intention.

What's one thing that would instantly feel *easier* if your CRM were working for you?

Final Prompt

What's the difference between a photographer who gets repeat work and one who's always scrambling?

Write your answer. Then ask: Which one do I want to be?

Chapter Nine: Notes & Prompts

Theme: Social media is not your portfolio—it's your megaphone.

Key Takeaways

- You don't need to be on every platform. You just need to show up where your clients are.
- Instagram = visual proof of skill and vibe.
- LinkedIn = business credibility and client connection.
- It's not about followers—it's about being memorable, consistent, and hireable.

Your Notes:

Choose Your Focus

Which platform gets your attention this month?

- Instagram
- LinkedIn
- Both (with repurposed content)

Where do your *dream clients* hang out?

Where are *you* most comfortable showing up?

Define Your Content Buckets

Choose 3–5 types of content you’ll rotate through (sample list below):

- Portfolio highlights
- Behind-the-scenes (BTS)
- Client results/testimonials
- Process insights or problem-solving breakdowns
- Personal story or studio updates
- Tips or commentary for your niche
- Spec project or mock campaign

My 3–6 content buckets:

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

Craft a Post

Use this formula to create a strong caption or LinkedIn post:

1. What was the challenge?

2. What did the client (or concept) need?

3. What did you create? What was the visual or strategic solution?

4. What was the outcome or use-case?

5. Call to action (CTA):

“Want something like this for your brand?”

“DM me to talk about your next campaign.”

Save this as a reusable format.

Bio Tune-Up

Let’s fix your Instagram or LinkedIn bio to make it clear, client-focused, and actionable.

Use this template:

I help [type of client] create [style of images] for [purpose/platform].

Add location and CTA.

Your new bio or headline:

Build Your Rhythm

Choose your posting cadence:

Instagram:

2 posts/week

3 stories/week [

] 1 reel/month

LinkedIn:

1 post/week

2 comments/day

1 article or longform every 6–8 weeks

What’s your actual, sustainable rhythm?

Block time in your Weekly Marketing Block to prep this:

Monday

Mid-week

Sunday planning

Hashtags, Tags, and Alt Text

Check these boxes every time you post:

- 8–15 niche-specific hashtags
- Client, brand, and location tags
- Alt text that describes the image (accessibility + SEO)
- Tagging collaborators when applicable
- Clear CTA in the caption or image

Make a reusable hashtag list:

Engage With Intention

Set a timer: 10–15 minutes/day. Do these 2–3x/week:

- Comment meaningfully on potential client posts
- Share something valuable to your audience
- Respond to DMs or comments
- Connect with industry peers and creatives

Who are 3 brands or people you'll engage with this week?

1 _____

2 _____

3 _____

Track What Works

At the end of each month, review:

1. What posts got saves, replies, or DMs?

2. What content felt easiest to create?

3. What content felt most *on brand* and aligned?

Double down on what works. Drop what drains you.

Final Prompt

What are you waiting for permission to share? That spec shoot? Your process? Your opinion?

What's the story, image, or idea you need to *put out there* this month?

Chapter Ten: Notes & Prompts

Theme: Your blog is not a diary—it's a 24/7 marketing machine.

Key Takeaways

- Blog posts boost SEO and give context to your work.
- Case studies = client magnets.
- One solid post per month is more valuable than a dozen throwaways.
- Don't just show the work—explain what it solved.

Your Notes:

Define Your Audience

Before you write, ask:

Who am I trying to reach with my blog content?

Marketing directors

Product-based business owners

Local restaurants

Skincare brands

Creative agencies

Other: _____

What do *they* care about?

ROI and results

Trust and polish

Process and ease

Consistency and professionalism

Write your audience's biggest questions or hesitations:

Brainstorm 3 Blog Post Ideas

Think in terms of value, education, and proof.

1. Case study: “How I Helped [Client] Launch Their [Product] With Photography That Converts”
2. Behind-the-scenes: “How I Create Bold, Clean Images for Food Brands (Without a Massive Crew)” 3.

How-to: “5 Ways to Prep for Your Product Photography Shoot”

Build Your Blog Framework

Here’s a plug-and-play format to follow:

Headline:

Include a keyword + client-relevant hook

Intro paragraph:

Explain what the post is about and why it matters

Sections (H2 headers):

- The Challenge or Goal
- The Approach
- The Result (with visuals)
- What We Learned
- CTA (Want results like this? Let’s talk.)

Images to include:

[] Final hero image

- Behind-the-scenes shot
- Process detail or lighting setup
- Screenshot of the final campaign in use (if possible)

Draft the outline of one blog post using the format above

SEO Tune-Up

Let's make it findable:

- Keyword in blog title
- Keyword in first paragraph
- Image alt text written
- Meta description written (1–2 lines that explain the post)
- Internal links to portfolio or other posts
- Location mentioned (if relevant)

What keyword or phrase are you targeting in this post?
(Example: "Arizona product photography")

Build a Consistent Schedule

You don't need to post weekly. You need to post *strategically*.

Choose your rhythm:

- 1 post/month
- 1 post every 6 weeks [
-] 1 post per quarter

What's your next post about?

Due date: _____

Where will you share it?

- Email list
- Instagram post or story
- LinkedIn article
- Website homepage or “Latest Work” section

Create a Reuse Plan

Turn each blog post into 3–5 smaller content pieces:

- Instagram carousel
- LinkedIn post
- Newsletter blurb
- Client case study in PDF
- Caption for a new portfolio image

Which piece of content will you create from your next blog post?

Final Prompt

What’s a project or piece of work you’ve done that deserves a story behind it? Stop hiding it.

Write the title of the post you *should’ve* written 3 months ago:

Schedule it. You’ve already done the hard part: the shoot.

Chapter 10 Addendum

Here's a **Plug-and-Play Blog Post Template** specifically designed for photographers who want to increase visibility in search *and* make their content AI-discoverable. It includes structure, SEO best practices, and rich context signals—without sounding robotic.

You can drop this directly into your workbook as a reusable guide.

Blog Post Builder Template

Use this format to write **high-impact, search-optimized blog posts that attract clients and get indexed by AI tools.**

Post Title (H1)

Use a clear, client-facing headline that includes a keyword. Examples:

- *Product Photography for Skincare Brands: A Case Study*
- *Behind the Shoot: Creating Restaurant Visuals for [Brand Name]*
- *5 Tips to Get the Best Results From Your Next Food Photography Session*

Write your title:

Meta Description (for SEO)

1–2 sentence summary that appears in search results.

Example:

“This case study shows how we created bold, conversion-focused images for a boutique skincare brand launching a new product line.”

Write yours:

Introduction (100–150 words)

What is the post about? Why should the client care? Use phrases like:

- “When [Brand] came to me with...”
 - “Photography for [niche] needs to do more than look good—it has to...”
 - “Here’s how we solved a real-world creative challenge with strategic imagery.”
-
-
-

Section 1: The Challenge (H2)

What problem was the client facing? What did they need the images to *do*?

Section 2: The Approach (H2)

How did you plan the shoot? Talk through creative strategy, lighting choices, styling decisions, etc. Include tools, techniques, props, or moodboards if relevant.

Section 3: The Results (H2)

Share how the images were used and what outcomes they supported. If possible, include metrics or use-case context.

- “Images appeared in...”
 - “Helped launch their product on...”
 - “Used across web, print, and email for consistency.”
-

Images to include in this section:

- Hero image
- BTS or process image
- Final deliverables
- Client campaign in action (optional)

Section 4: What We Learned / Tips for Others (H2)

Share insight the reader can use. Examples:

- “Clean lighting builds trust in wellness products.”
 - “Consistency across platforms makes the client’s brand feel more premium.”
-
-
-

Final CTA (H2)

Call the reader to action:

- “Want visuals like this for your launch?”
- “Let’s talk about your next product campaign.”
- “Book a call to explore working together.”

Include a bolded link to your contact page or portfolio.

SEO Checklist (Review before publishing)

- Keyword in title and intro
- Meta description written
- Image alt text added
- Subheadings include keyword variations
- Internal link to portfolio or relevant blog post
- Location mentioned if local (city, state)
- File names on images are descriptive (not “IMG_4839.jpg”)

Bonus Tip: AI Discovery Booster

Add 1–2 natural language statements that summarize what the post is about *in context*. Examples:

- “As a commercial photographer specializing in tabletop and product photography, I help wellness brands build trust through clean, modern imagery.”
- “This shoot showcases how strategic food photography increases perceived value for local restaurants and food brands.”

Write 1–2 “summary blurbs” for AI:

Chapter Eleven: Notes & Prompts

Theme: If your materials look half-baked, clients will assume your process is too.

Key Takeaways

- You're not just a photographer—you're a brand.
- Every PDF, email, and doc should reinforce your professionalism.
- Clear materials create trust and make booking easy.
- You don't need to be flashy. You need to be consistent, clear, and client-focused.

Your Notes:

Build Your Core Materials

Check off what you already have. Circle what needs work.

- Rate Sheet or Services Guide
- Capabilities Deck / Intro PDF
- Proposal Template
- Invoice Template
- Onboarding Checklist
- Email Signature
- Client Prep Guide (optional)

What's missing from your toolkit that you *know* needs to be created or updated this month?

Services Guide Notes

This should be short, skimmable, and solution-based. Include:

- What you offer (types of shoots, packages, deliverables)
- Who it's for (target clients/niches)
- What's included (clear bullet points)
- How to book / next steps

What are 1–2 “starter packages” you want to clearly present?

Example: “Product Photography – 3 products / 9 images total / Web-optimized delivery / \$650”

Capabilities Deck Checklist

Think of this as a mini-portfolio with structure. Include:

- 1-page intro
- Core services
- Who you've worked with (or mock/aspirational client list)
- Image samples by category
- Testimonials
- CTA + contact info

What's one page or section you'd like help building out?

Proposal Template Questions

What should your standard proposal include?

- Scope of work
- Timeline (pre-production to final delivery)
- Usage rights / licensing

- Pricing / payment terms
- CTA or acceptance section

What part of your proposal process feels unclear or inconsistent right now?

Visual Consistency Audit

Let's align your brand presentation across all client-facing materials.

Check for consistency in:

- Fonts
- Colors
- Tone of voice
- Logo or personal mark
- Header/footer formatting
- File naming (Example: "JanePhoto_Services2024.pdf")

Which one needs the most urgent cleanup?

Invoice & Delivery Polish

Use a clean, readable invoice format (even if it's just a Google Doc or PayPal). Include:

- Contact info
- Services listed clearly
- Due date
- Payment methods
- Any licensing/usage rights noted

What tool do you use for invoicing?

Freshbooks

Wave

- QuickBooks
- Dubsado / HoneyBook
- Manual PDF
- Something else: _____

What's one thing that could make your invoices look more pro or branded?

Email Signature Rewrite

Make your email signature helpful and trust-building.

Template:

Jane Photographer

Commercial Food + Product Photography

📍 Based in Denver | Available nationwide

🌐 www.janephoto.com

📷 @janephotoworks

☎ [Optional: phone number or booking link]

Draft or rewrite yours here:

Delivery Experience Touchpoints

Client experience = what they remember and talk about. List 1–2 small touches you can add to feel more pro:

- Final image delivery in organized folders
- Project summary doc or usage guide
- Thank-you follow-up
- Request for testimonial with link or questions

Which one will you add this month?

Final Prompt

If your dream client downloaded your rate sheet, opened your proposal, or visited your about page—would they immediately think: “This is someone who knows what they’re doing”?

If not, what needs to change?

Chapter Thirteen: Notes & Prompts

Theme: You don't get confident, then act. You act, then get confident.

Key Takeaways

- Confidence is earned through repetition, not permission.
- Every email, post, project, and pitch is a rep.
- Tracking wins (even tiny ones) rewires your brain.
- Consistency > intensity when building belief in yourself.

Your Notes:

Define the Reps That Matter

What actions make you feel more confident once you do them?

Examples: pitching a client, finishing a personal shoot, hitting publish

What small, repeatable actions build credibility over time?

What skill or habit do you want to strengthen this quarter?

Lighting consistency

Outreach follow-through

Regular posting

Pricing conversations [

] Other: _____

Start Your “Win Log”

This is where the self-doubt gets punched in the mouth. Log every rep. Every small step counts.

Write your first 5 “wins” from the past month:

1 _____

2 _____

3 _____

Commit to logging wins Weekly Monthly Where will you keep your log?

Journal

Notion

Google Doc

Whiteboard

Other: _____

Practice in Public

What could you share—even if it’s not perfect yet? (Progress, behind-the-scenes, what you’re learning)

List 3 things you could post or talk about to document growth:

1 _____

2 _____

3 _____

What platform will you share on?

Instagram

LinkedIn

Substack

Blog

Other: _____

Pick one and schedule it this week.

Monthly Review & Reflection

Confidence grows when you *look back and see progress*.

What's one thing you did this month that would've scared the hell out of you 6 months ago?

What did you learn from a recent "miss" or rejection that actually made you stronger?

Revisit Your Why

Confidence wobbles when you lose sight of your mission.

Why are you building this business?

What kind of impact do you want your images to make?

Who are you doing this for—besides yourself?

Surround Yourself with Builders

Who's in your world right now that challenges and supports you?

List 3 people, groups, or mentors who help you stay on track:

1

2

3

What kind of support do you *still* need? (Be honest.)

- Accountability
- Feedback on work
- Marketing clarity
- Emotional permission to go bigger

Final Prompt

Finish this sentence:

“I’ll be more confident when I consistently _____.”

Now back it up:

What’s one thing you’ll do this week to put that into practice?

Win Log Tracker

Confidence is built one rep at a time. Track your momentum—not just your milestones.

“If it moved the needle—even slightly—it’s a win.”

Week Of: _____

	Action Taken / Win Logged	Confidence Boost (1–5)	Notes / What I Learned

Win Categories (Optional Tags):

- Client Outreach
- Posted New Work
- Finished a Personal Project
- Followed Up with a Lead

- Asked for a Testimonial
- Updated Portfolio
- Sent a Pitch
- Learned Something New
- Set a Boundary
- Charged What I'm Worth

Weekly Reflection

What surprised you this week about your own growth?

Where did you show up even when it wasn't perfect?

What will you repeat next week to keep this momentum?

Chapter Fourteen: Notes & Prompts

Theme: You're not stuck. You're just listening to the wrong voice.

Key Takeaways

- Every photographer faces mental roadblocks. Every. Single. One.
- Fear doesn't mean you're not ready—it means you care.
- Rewriting your internal narrative is part of the job.
- Self-awareness > self-doubt. You don't have to *feel* fearless to act like a pro.

Your Notes:

Identify Your Top Roadblock

Which mindset challenge hits you the hardest right now?

- Imposter Syndrome
- Fear of Rejection
- Perfection Paralysis
- Comparison Spiral
- Money Mindset / Pricing
- All of the above, depending on the day

Write your inner voice's go-to script. Be brutally honest.

Example: "I'm not good enough to charge that much."

Now rewrite it as truth:

Example: “Clients pay for results, and I deliver.”

Imposter Syndrome Reframe

False Belief: “I’m not really a pro. I’m just figuring it out.”

Reality: Everyone is figuring it out. Confidence comes from reps, not credentials.

Write your reframe:

“I may not have _____, but I *do* have _____.”

Fear of Rejection Reframe

False Belief: “If I pitch and they say no, I’ve failed.” **Reality:**

Rejection is data, not death.

Write a short reminder to use after you send something risky:

Example: “This is how I get better. No one grows without no’s.”

Perfection Paralysis Reframe

False Belief: “It’s not ready yet, so I’ll keep tweaking it.”

Reality: Done is better than perfect. Clients pay for solutions, not pixel-perfect grids.

What are you currently avoiding launching/posting/finishing because it’s not “perfect”?

What would happen if you launched it anyway, exactly as it is?

Comparison Detox

Who do you compare yourself to—and what’s the narrative in your head?
(“They’re younger / better connected / always shooting cool stuff”)

What’s one *fact* about your journey that’s uniquely valuable and can’t be copied?

One action you can take to replace scrolling with shooting:

Pricing Mindset Reframe

False Belief: “I’m not experienced enough to charge real rates.”

Reality: Charging fairly allows you to deliver with care, time, and full attention.

What do you *want* to charge that you’ve been scared to say out loud?

Write this down and say it out loud:

“My work solves problems.

My pricing reflects the value—not just the time.”

Self-Coaching Prompts

Use these any time the self-doubt hits hard:

1. What am I actually afraid of?

2. Is that fear 100% true, or just a story?
3. What would I tell a friend in the same situation?
4. What small action can I take right now to prove that fear wrong?

Try answering them for your current block:

Final Prompt

You're building a creative business. That takes guts.

What part of your mindset needs the most attention going forward—and what's one daily or weekly habit that could help you build that mental muscle?

Mindset Tracker: Weekly Check-In

Because self-doubt doesn't get to drive the bus anymore.

Week of: _____

Day	Trigger or Thought That Showed Up	What Did I Do?	Reframe or Truth to Replace It	Confidence Level (1–5)
Monday				
Tuesday				
Wednesday				
Thursday				

Friday				
Saturday				
Sunday				

Weekly Reflection

What was the biggest recurring thought or feeling this week?

What triggered it most often (people, situations, actions)?

How did you respond differently compared to last month?

What's one mindset shift or belief that *felt* true this week?

Anchor Statement for the Week

Write a sentence to remind yourself who the hell you are—and why you're doing this.

“This week, I'm choosing to believe...”

Guided Journal Prompts for Creative Confidence

For when you need to clear the noise and reconnect with your mission.

Self-Awareness & Reflection

1. What story am I telling myself right now that might not be true?

2. What's one decision I've been avoiding—and why?

3. Where am I showing up small, even though I know better?

4. What's something I've accomplished recently that I haven't celebrated enough?

5. What fear am I disguising as “planning” or “perfection”?

Creative Identity

6. When do I feel most like a professional? What am I doing, who am I around?

7. What kind of photographer am I becoming?

8. What value does my work provide that goes beyond the image itself?

9. Who inspires me—and what part of their mindset do I want to adopt?

10. If I stopped doubting myself for 30 days, what would I try or launch?

Resilience & Reframing

11. What's a challenge I overcame that proves I can do hard things?

12. What would “the next-level version” of me do in this situation?

13. What does failure actually look like—and how would I recover from it?

14. What’s more uncomfortable: temporary rejection or long-term regret?

15. What mindset do I want to take into next week—and what’s one action to reinforce it?

6-Month Phase One Implementation Plan

Goal: Shift from “talented freelancer” to “confident, client-ready commercial photographer with systems in place.”

Month 1: Foundation + Focus

Key Chapters: 1–2

Theme: Mindset reset + clarity on what you shoot and why

Tasks:

- Complete the workbook pages for Chapters 1 & 2
- Define your niche and sub-niches
- Write your positioning statement
- Start your *Win Log*
- Begin journaling with mindset prompts 1–2x per week

Milestone: Niche identified, positioning statement written, confidence routine started

Month 2: Portfolio + Website Alignment

Key Chapters: 3–4 **Theme:**

Present like a pro

Tasks:

- Audit your current portfolio using the Chapter 3 prompts
- Build 1 personal project that aligns with your niche
- Update your website homepage, bio, and service pages
- Write (or rewrite) your About and Services copy
- Publish at least one client-focused gallery or case study

Milestone: Portfolio trimmed and aligned, website copy upgraded

Month 3: Marketing Engine Setup

Key Chapters: 5–7

Theme: Start showing up with intention

Tasks:

- Build your Dream 50 list (start with 15, add weekly)
- Create your outreach tracker (CRM)
- Draft your welcome email and newsletter plan
- Schedule and protect your Weekly Marketing Block
- Post at least 2–3 times on Instagram or LinkedIn with intention

Milestone: Dream 50 started, first outreach email sent, weekly marketing time protected

Month 4: Systems + Client Experience

Key Chapters: 8 & 11

Theme: Treat your work like a business

Tasks:

- Customize your CRM and use it weekly
- Build your capabilities deck + services guide
- Create proposal and invoice templates
- Finalize onboarding checklist
- Align all materials visually (logo, colors, fonts, file names)

Milestone: Client materials package ready to go

Month 5: Visibility + Authority

Key Chapters: 9–10 **Theme:**

Show, don't chase

Tasks:

- Post 1–2 strategic social updates per week
- Publish your first blog post or case study
- Add image alt tags, SEO headers, and internal links
- Share your blog post on email + social
- Engage meaningfully with 3–5 people/brands weekly

Milestone: Blog and social visibility aligned with niche, first inbound interest tracked

Month 6: Mental Mastery + Momentum

Key Chapters: 12–14

Theme: Lock in consistency and confidence

Tasks:

- Review and refine your workflow, contracts, and boundaries
- Say no to one misaligned offer/project
- Track your mindset weekly with the *Mindset Tracker*
- Celebrate 3 meaningful wins from the last 90 days
- Set Q3 goals: number of new leads, projects booked, blog posts, etc.

Milestone: Boundaries set, confidence reinforced, real traction visible

Thank you for working with me to build your photography business.

Don Giannatti
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