

# Photography Side Hustle Workshop

## Module One: Worksheet One

### Approved Portfolio Lanes

Choose Deliberately. Build Intentionally.

#### PRIMARY LANE (70%)

Your Primary Lane is where:

- Consistency is built
- Credibility is earned
- First paid work comes from

You will shoot this lane exclusively for the first three weeks.

#### OPTION A — Product / Still Life (Tabletop)

Includes:

- Packaged goods
- Bottles, jars, tools
- Objects with surface, form, and detail

Why this lane works:

- High demand
- Low logistics
- Fast skill development
- Easy client substitution

This is the most direct path to paid work.

#### OPTION B — Food / Beverage (Controlled)

Includes:

- Simple plated food
- Ingredients
- Beverages
- Brand-neutral setups

**Excludes:**

- Restaurant interiors
- People-heavy scenes
- Lifestyle chaos

**Why this lane works:**

- Immediate client recognition
- Strong visual payoff
- Clear commercial usage

**OPTION C — B2B Detail & Brand Assets**

**Includes:**

- Hands at work
- Materials, textures
- Cropped environments
- Brand-safe details

**Why this lane works:**

- Local businesses
- Repeat clients
- Low competition

**SECONDARY LANE (30%)**

**Your Secondary Lane:**

- Must be compatible with your Primary
- Is introduced later in the course (class three)
- Exists to show range—not confusion

**Rule:**

If it feels like a genre switch, it doesn't belong.

# COMMERCIAL IMAGE CHECKLIST

## Is This Image Commercial-Ready?

Use this checklist before submitting work.

### SUBJECT

Is the subject immediately clear?

Could a client identify what's being sold or represented in under 2 seconds?

### LIGHT

Is the light controlled and intentional?

Are shadows clean, not dramatic for drama's sake?

Does the lighting feel usable for multiple purposes?

### COMPOSITION

Is the frame calm and readable?

Is there space for potential text or cropping?

Are edges clean and intentional?

### SURFACE & COLOR

Does the surface support the subject—or compete with it?

Is the color palette restrained and believable?

### INTENT

Could a real business use this image without explanation?

Does it feel finished, not exploratory?

If you hesitate on more than one of these, it's not ready yet.