

SIDE HUSTLE PHOTOGRAPHY CLASS

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MODULE ONE:

WHY THIS IS HOT RIGHT NOW

The E-Commerce Explosion

- Every Shopify store, Amazon seller, and Instagram brand needs constant visual content
- DTC (Direct-to-Consumer) brands are multiplying—they ALL need product & lifestyle shots
- Social media platforms demand **fresh, high-quality content** weekly (not just one-time shoots)
- **TikTok Shop & Instagram Shopping** are driving massive demand for lifestyle product photography

The Death of Traditional Studios

- You can shoot **anywhere**: home setups, client locations, outdoor spaces
- Lightweight mirrorless cameras + portable LED lighting = mobile studio in a backpack
- Cloud storage + online editing = work from anywhere
- Clients **expect** flexibility and faster turnaround (perfect for side hustlers!)

INCOME POTENTIAL: THE REAL NUMBERS

Pricing Breakdown (2025 Market Rates)

Service Type	Beginner Rates	Experienced Rates	Premium Rates
Product Photography (per image)	\$50-\$150	\$150-\$300	\$300-\$800
Food Photography (hourly)	\$100-\$300	\$300-\$500	\$500-\$1,000+
Lifestyle/Brand Content (half-day)	\$800-\$1,500	\$1,800-\$2,500	\$2,500-\$5,000
Full-Day Shoot	\$1,200-\$2,000	\$2,300-\$3,500	\$4,000-\$10,000+

Package Examples from Real Photographers:

- **Starter Package**: 10 product images, 1-hour shoot, light editing = **\$500-\$1,500**
- **Standard Package**: 20 images, 2-hour shoot, styling included = **\$1,500-\$3,000**
- **Premium Package**: 30+ images, full-day shoot, advanced retouching = **\$3,000-\$5,000+**

Side Hustle Math:

Conservative Scenario (5-10 hours/week):

- 2 small product shoots/month @ \$800 each = **\$1,600/month**
- 1 food photography session @ \$1,200 = **\$1,200/month**
- **Total: \$2,800-\$3,500/month** working weekends/evenings

Aggressive Scenario (15-20 hours/week):

- 4 product shoots @ \$1,200 = **\$4,800**
 - 2 lifestyle shoots @ \$2,000 = **\$4,000**
 - **Total: \$8,800+/month** = \$100K+ annually as a "side hustle"
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THE THREE MONEY-MAKING NICHEs

1. PRODUCT PHOTOGRAPHY

Best For: E-commerce brands, Amazon sellers, Etsy shops, Shopify stores

What They Need:

- White background shots (Amazon/marketplace requirements)
- Lifestyle context photos (Instagram, Facebook ads)
- Detail/close-up shots (texture, features, quality)
- 360° spin shots (emerging trend)

Client Types:

- Small business owners launching products
- Established brands refreshing their catalog
- Subscription box companies (recurring work!)
- Dropshippers who need custom shots

Why It Works as a Side Hustle:

- ✓ Shoot at home with simple setup (white backdrop + lighting)
 - ✓ Can be done in 1-2 hour blocks
 - ✓ High volume potential (batch shooting = efficiency)
 - ✓ Predictable workflow (easier to systemize)
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2. FOOD PHOTOGRAPHY

Best For: Restaurants, meal prep services, food brands, cookbooks, food bloggers

What They Need:

- Menu photography (restaurants updating online presence)
- Social media content (Instagram-worthy shots)
- Packaging photography (food brands)
- Recipe/cookbook photography

Client Types:

- Local restaurants (HUGE market—every restaurant needs updated photos)
- Food delivery services (GrubHub, UberEats listings)
- Meal kit companies
- Food bloggers building their brand
- Beverage companies (craft beer, coffee, cocktails)

Why It Works as a Side Hustle:

- ✓ Shoots typically 2-4 hours (doable on weekends)
- ✓ Restaurants often book evening shoots (perfect timing!)
- ✓ High repeat business (menu updates, seasonal dishes)
- ✓ Can charge premium for food styling skills

Pro Tip: Partner with a food stylist (split fee 60/40) to command higher rates without doing styling yourself.

3. LIFESTYLE/BRAND PHOTOGRAPHY

Best For: Personal brands, coaches, small businesses, wellness brands, fashion

What They Need:

- "Founder story" content (authentic behind-the-scenes)
- Product-in-use lifestyle shots
- Social media content libraries (20-50 images per shoot)
- Website hero images and About page photos
- LinkedIn/professional branding shots (NOT traditional headshots)

Client Types:

- Coaches, consultants, solopreneurs building personal brands
- Small retail businesses (boutiques, salons, gyms)

- Wellness brands (yoga studios, health products)
- Real estate agents (lifestyle branding, not property photos)
- Fashion/jewelry designers

Why It Works as a Side Hustle:

- ✓ Higher prices per shoot (\$2,000-\$5,000 range)
- ✓ Can shoot at client's location or trendy public spaces
- ✓ Clients need content quarterly (4x/year recurring revenue)
- ✓ More creative freedom (portfolio-building)