

Weekly System: Commercial Photography Side Hustle

This is not about motivation. This is about a repeatable system. Run this every week.

Weekly Targets

- 1 5 New Contacts (targeted outreach)
- 2 3 Follow-Ups (existing contacts)
- 3 2 Portfolio Images (client-focused)
- 4 1 Small Idea or Pitch Sent

Daily Breakdown (60–90 Minutes)

- 1 40% Outreach + Follow-Up
- 2 40% Shooting / Portfolio Work
- 3 20% Learning / Refinement

Monthly Layer

- 1 Send one simple newsletter or update
- 2 Share recent work or a useful idea
- 3 Stay visible without pitching

Quarterly Layer (Print)

- 1 Send 5x7 or 6x9 print piece
- 2 Target top 50–150 prospects
- 3 Use one strong idea and one clear message
- 4 Bring extras as leave-behinds

48-Hour Reset Rule

- 1 Send 5 emails
- 2 Shoot 1 new image
- 3 Follow up with 2 contacts

Simple system. Not easy. Run it anyway.