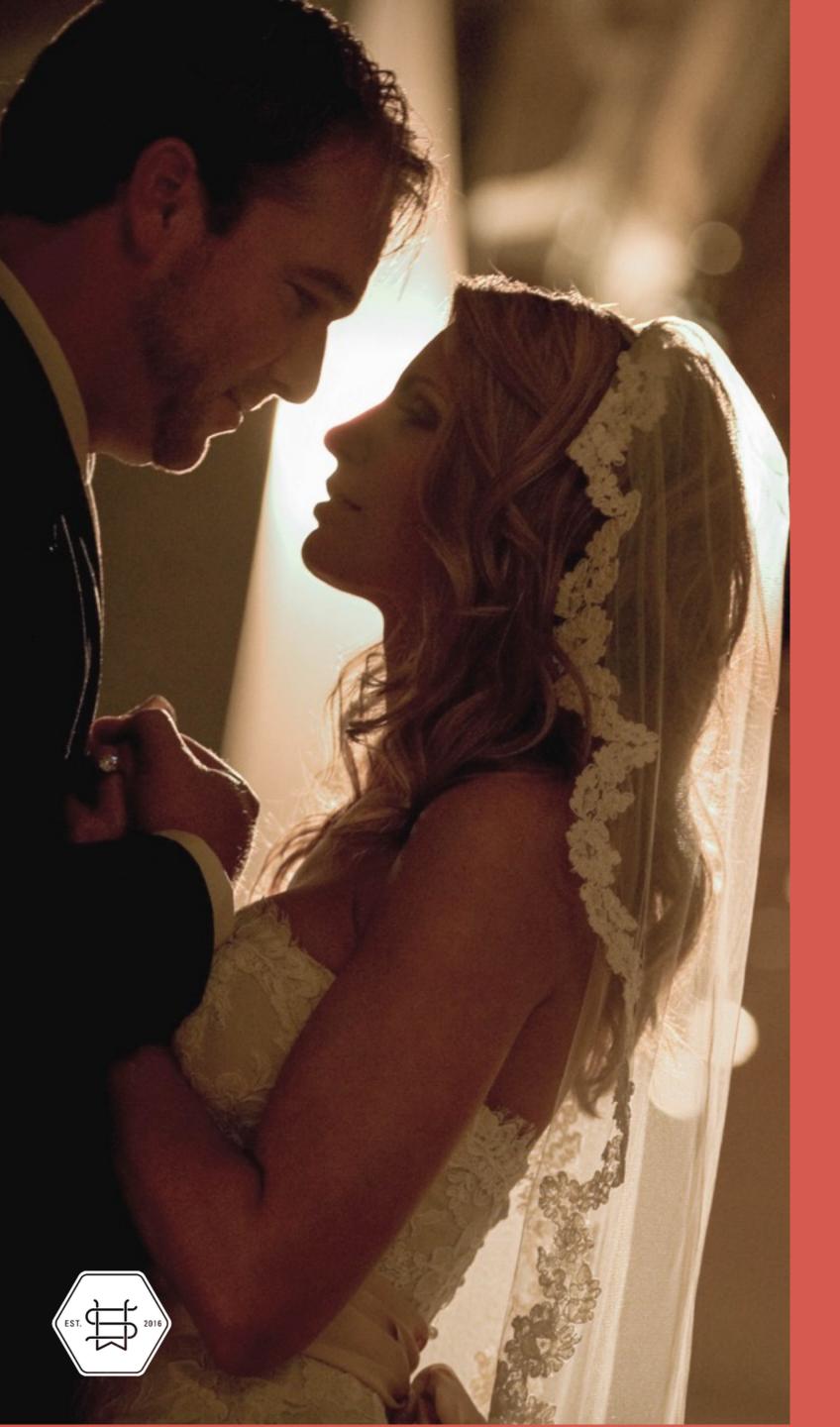


THE

WEDDING SCHOOL

BUSINESS AND FINANCE





BUSINESS NAME

- Use your own name or not?
- Don't be generic
- The "first middle" naming approach
- Should I be location specific with my name?
- Trademarking your name
- What if I change my own personal name?
- What if I realize that I chose the wrong name?

WHERE DO I WORK?

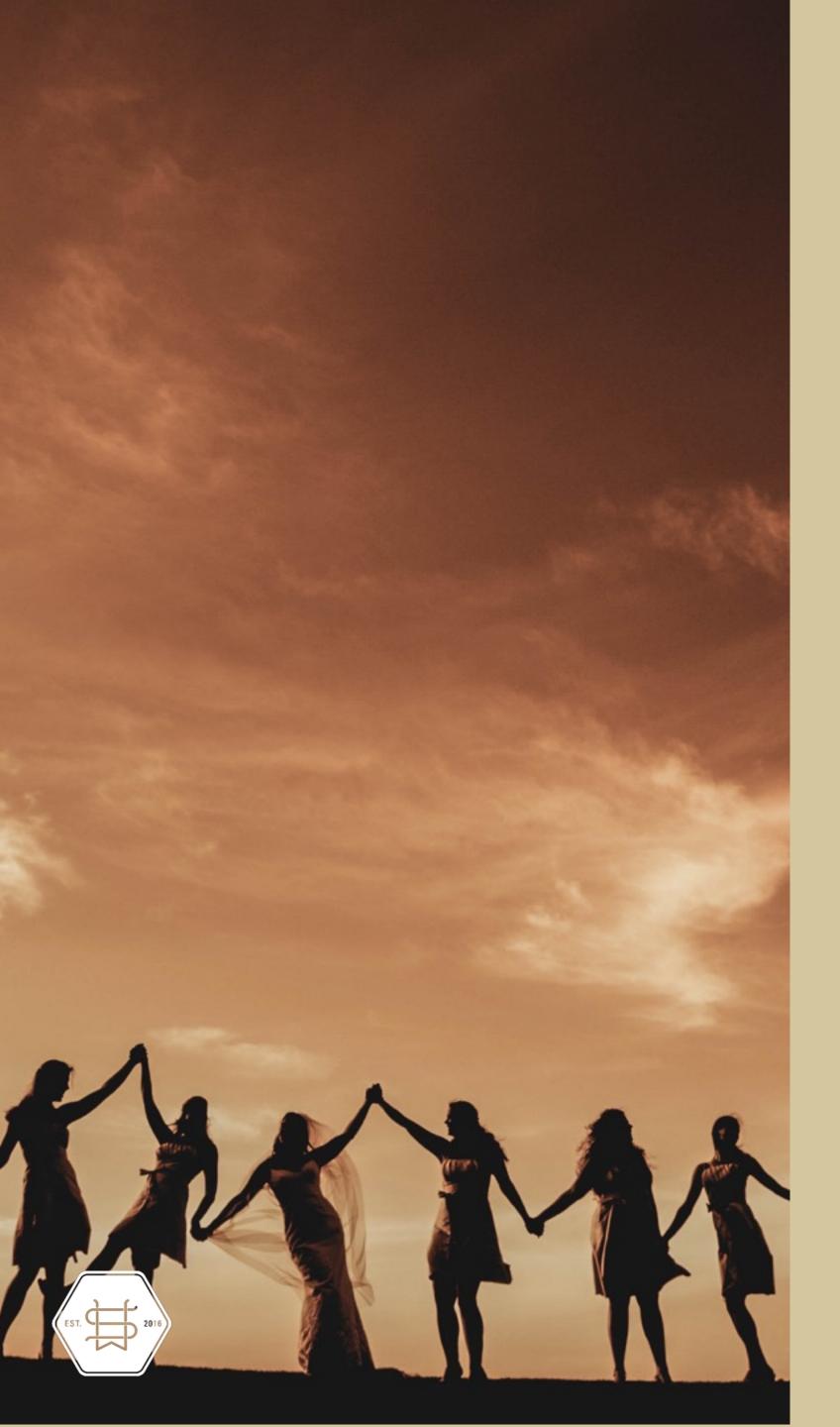
- Working from home vs. working from a studio
- How will each decision benefit your business?
- How would each negatively impact you?
- What additional costs would each incur?
- Can I change my mind and go from one to the other?
- Businesses change over time





THE LEGAL ASPECT

- There is no separation and protection if you're a sole prop, but taxes are easier
- With an LLC and an S-Corp, your income passes through your business to you
- Weigh the S-Corp withheld payroll taxes vs. the LLC employment taxes
- Which makes the most financial sense?
- Do you have employees?
- Talk to an attorney and an accountant

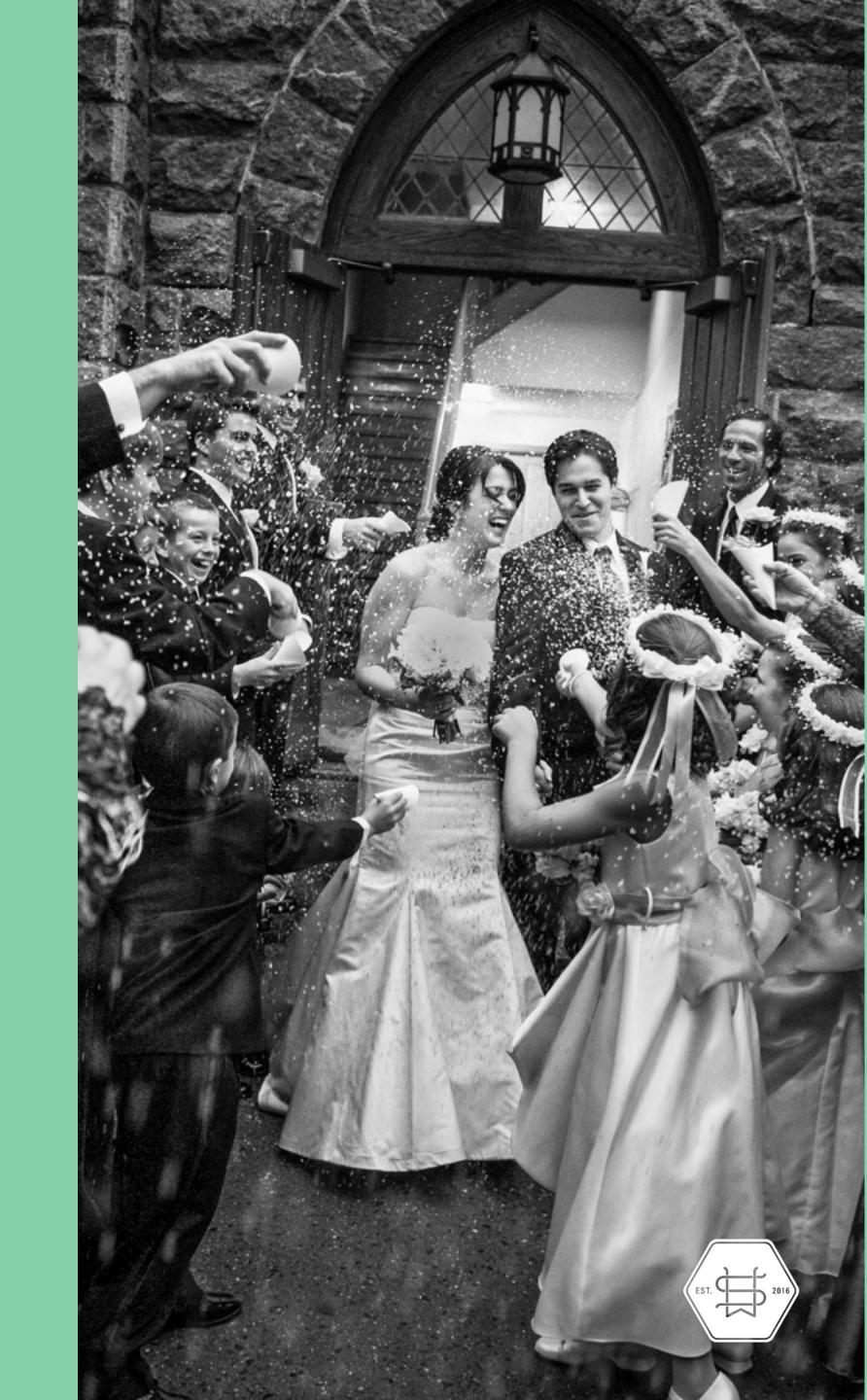


YOUR LEGAL HELP

- A lawyer and an accountant
- Ask for referrals from other photographers
- Ask for referrals from other local businesses
- Check their backgrounds and do your research!
- Meet with several candidates
- Do they understand the nature of the business you run?
- What will working with them cost you each year?

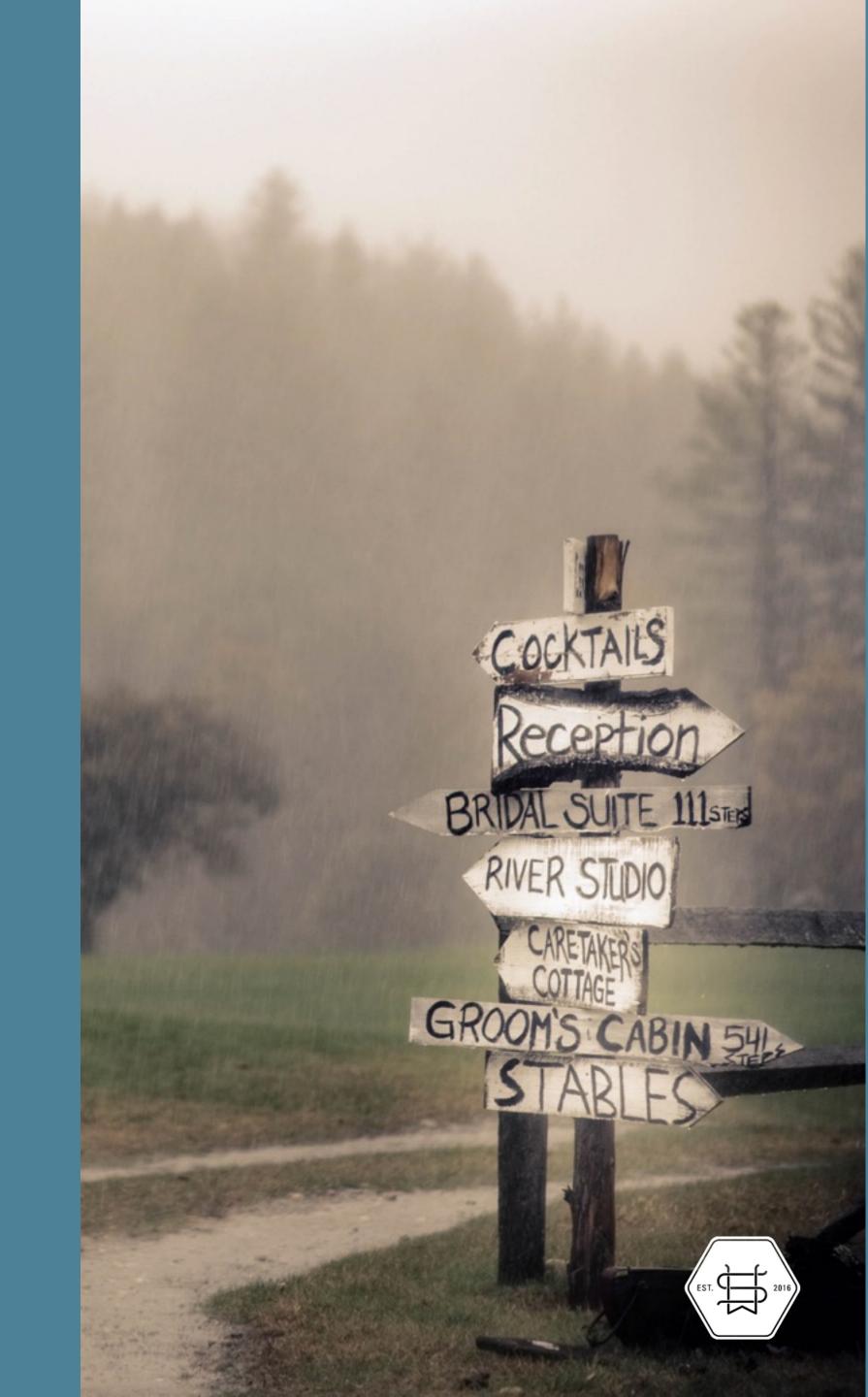
COLLECTING SALES TAX

- Talk to your accountant about your state
- What do you have to collect sales tax on?
- What is exempt from sales tax?
- Stay up to date with digital file eligibility
- How do you get set up to collect?
- How often do you pay?
- How do you pay?



GET INSURED

- Liability insurance is a must
- Equipment insurance is, too!
- Homeowner insurance won't protect you
- List your gear and serial numbers
- Get referrals from other photographers
- Get multiple quotes
- I work with Hill and Usher



CONTRACTS

- What does a wedding contract need?
- A cancellation policy and a late policy
- Expectations for turnaround times....and everything else
- Copyright clause and model release
- Do you understand offer and acceptance? Consideration? Capacity? Legal actions? No?
- The LawTog ... and your own attorney

