

# PRICING + PROFITABILITY



# PACKAGES VS. A LA CARTE

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- ▶ What does your market prefer?
- ▶ Do you include digital files or not?
- ▶ Do you include albums or not?
- ▶ Determine all of your costs
- ▶ Are you paying for post-processing?
- ▶ Do you need an employee to help you?
- ▶ What does it cost to produce every package or a la carte item?



# PACKAGE COSTS

EXPENSE	COST
Assistant for eight hours	200
Second shooter for eight hours	600
Post-Processing (Outsourced)	600
Pre-Event Dining	60
Parking (for three people)	90
9x12 Album with 65 Images	775
<b>Total Cost</b>	<b>1550</b>
<b>Base x _____ (insert your base x amount here)</b>	<b>6200</b>
<b>Album(s) x _____ (insert your base x amount here)</b>	<b>2325</b>
<b>Base + Album Markup</b>	<b>8525</b>
<b>PROFIT</b>	<b>6975</b>



# WILL I BE PROFITABLE?

- ▶ What salary do you need to bring in?
- ▶ How many weddings can you shoot per year?
- ▶ Divide salary by package profit
- ▶ For example, if I need to make \$150,000 per year and my package profit is \$5000, I have to shoot 30 weddings at a profit of \$5,000 each
- ▶ Run those numbers with each package you have
- ▶ What about add-ons and upgrades?



# WHEN IT WON'T WORK

- ▶ What if you can't shoot that many weddings?
- ▶ What if your work cannot support those rates?
- ▶ What if no one upgrades or adds on anything?
- ▶ Have you really considered all upgrades? Overtime, parent albums, photo booth, engagement session, thank you cards, save the date cards, etc.
- ▶ Can you diversify?
- ▶ Will this take more time than you thought?



# RAISING YOUR PRICES

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- ▶ Creating a rate-raising schedule
- ▶ Yearly? Quarterly? Randomly?
- ▶ How much will you raise each time?
- ▶ Raising vs. Reconfiguring
- ▶ How long can you wait it out?
- ▶ How long will you wait it out?

