

STUDIO MANAGEMENT



HIRE OR OUTSOURCE?

- ▶ There are many things to outsource
- ▶ How do you know where to start?
- ▶ How do you know when you're ready?
- ▶ With outsourcing, you only pay for jobs when you need them done
- ▶ With an employee, you always have someone there to help, no matter what comes up
- ▶ Talk to your accountant and lawyer





MANAGEMENT SOFTWARE

- ▶ 17 Hats, ShootQ, Tave, Sprout Studio, etc.
- ▶ 17 Hats is easiest to set up and learn quickly
- ▶ ShootQ and Tave are harder to set up, but have more analytical information
- ▶ Implement a system before you need one
- ▶ Bring in all weddings for this year, and move forward from there
- ▶ Contact support if you need help

STAYING ORGANIZED

- ▶ Efficient contracts, invoices, and emails for each client
- ▶ Accepting payments with ease
- ▶ Sending questionnaires and client wedding day worksheets
- ▶ Email signatures as templates
- ▶ The old-fashioned notebook or whiteboard
- ▶ Create a system and stick to it

