

Photography Business Audit

Premises and Personality

This doesn't just have to be your studio, include your car and you!
Comment on these areas from very bad to very good.

First impressions

Professionalism

Friendliness

Displays and branding

Location

Human Resources

Fill this section out even if you are working alone.

Job description of staff.

What areas are you lacking in or have no time for? i.e. Marketing or booking staff

Equipment

List equipment noting what areas need improving:

- 1 - Will need to be upgraded or replaced in 5 or more years
- 2 - Will need to be upgraded or replaced in 2-5 years
- 3 - Will need to be upgraded or replaced in 1-2 years
- 4 - Will need to be upgraded or replaced in less than a year.
- 5 - Requires immediate attention.

Cameras

Lighting - include accessories

Props and posing paraphernalia

Computers

Software

Printers

Payment system

Wish List

What would you like to invest in and give a timeframe in which you'd like acquire it.

Skills

What key skills do you and your staff have?

Are there gaps? If so where?

Areas that need training and who requires it

Photoshop

Photography/lighting

Marketing

Sales

Computer/Internet skills

Competition

Who are they?

Where are they based?

Where are they positioned in the marketplace? Above or below you in terms of both price and volume of clients.

Where and how do they market themselves?

What literature do they use?

Strengths and Weaknesses

What is your USP (Unique Selling Point)?

For each of the weaknesses suggest how this could be turned into a strength.

Strength of the business

Personal strength

Weakness in the business

Personal weakness

Other staff weaknesses

Environment

A good resource for this section is the area profiling on www.upmystreet.com

Identify local areas that are most affluent.

What areas are not?

Time

For each different type of job you do (wedding, portraits) break down the time you spend on each job.

Arranging the booking - phone calls, emails, meetings etc

Pre-shoot preparation - include average travel time, setting up equipment.

Time on shoot

Post production

Viewing

After care service

Timeline

Break down average times between each stage.

What are your average times between:

Enquiry and booking

Booking and shoot

Shoot and viewing

Viewing and order

Order and delivery

Your Network

Who is in your team/network?

List all suppliers and people or businesses you use regularly for referrals

From the list of people referring to you, how many jobs have you received from each one in the last year?

Who are you referring work to? List amount of jobs in the last year

Discounted, free or cost jobs undertaken in the last year.

List who and for what.

Marketing

What offline marketing are you using?

What online marketing are you using?

What literature do you have?

Brand awareness - How many points of contact do your potential clients have to reach or see you?

Marketing Budget

What is your current spend?

What is your current spend in terms of a percentage of turnover?

How often, if at all, are you spending on marketing events?

What is your cost per client for each marketing incentives? List each one - include cost per enquiry, click-throughs and actual bookings

Where would you like to spend more?

Where should you save?

Promotions

What promotions do you run?

How many in the last year?

Identify which promotions work best

Identify which promotions which were not successful

How do you promote your offers?

How could this be done better?

Current/past customers

What is your direct referral rate this year?
Put as a % (20 bookings 10 jobs = 200%)

What percentage of your clients this year are repeat customers?

Approximate £'s made from 'reprint' orders. This can also include things like Christmas cards from past clients

Prices and price lists

Average price of product range - this can be different for each discipline so list separately

Average sale

Average profit

What is your profit margin - best, worst and average

Enquiries

Include actual numbers of enquiries and bookings as well as %

Total % of enquiries booked

% of web enquiries booked

% of phone enquiries booked

% of bookings after face to face meeting or consultation

Products

What are your bestselling?

What are your most profitable?

What are your least profitable?

What products would you like to add?

What products show your work the best?

What products show your work the worst?

Website, blog and social media

What features of your website do your clients like the most?

What features of your website do your clients like the least?

How regularly are you updating content on your homepage?

How regularly are you updating content on your blog?

What social media are you using and which ones have been of benefit to you?

How could you improve your usage of social media?

How are you building links and driving traffic to your site?

How could this be done better?

Website Stats

Top three months for traffic

Bottom three months for traffic

Average time on site

Top ten search terms

Top ten refers

Average bounce rate for the year

Top 3 most viewed pages