Kate L
7 sanity savers
FOR PHOTOGRAPHERS
delete
enter
return

I'm so glad you're here! If you downloaded this guide because you're overwhelmed by your business, I feel you. I've been right there with you in those 3 a.m. marathon editing and email sessions, wondering how the heck I got to that point.

Well, the good news is that you don't have to feel that way! Here are a few of my favorite sanity savers that I've picked up over the last 9 years.

Please drop me an email and let me know how these work for you! I always love hearing from fellow photographers! You can reach me at kate@kateLphotography.com.

1) SEPARATE WORK FROM HOME.

Renting an office space was one of the best decisions I've ever made for my business. Going to my office every day forces me to get out of my pajamas, and it allows me to leave work at work at the end of the evening. All of my packaging, equipment, props, and samples are kept in one tidy space. If renting an office isn't possible for you, try to set aside space for a home office. The mental shift is absolutely beneficial to having a productive business.

2) CHARGE WHAT YOU'RE WORTH.

Y'all have heard this over and over, but it needs repeating. You are WORTH charging more for your work. You fight for your business every day, and you deserve to be paid for your efforts. When I made the leap to full-time photography, I quadrupled my prices and I was scared

beyond belief. But clients weren't– they kept calling! Now, the clients who pay full price for my work truly value the images that we create together. There are so many pricing resources for photographers out there, so it's easier than ever to figure out what you need to make per session.

3) INBOX ZERO

INBOX ZERO is a fancy term for the practice of removing emails from your inbox once you're done with them. (To learn more, you can Google this and find a million articles about it.)

Once I finish answering an email, I ARCHIVE IT so that I can see exactly how many emails I still have to take care of in my inbox. Sometimes I'm not able to answer my emails as quickly as I'd like, but with my email system, I know that eventually every person will hear back from me.

THE BOOMERANG PLUGIN is a key component of helping me reach Inbox Zero. Boomerang allows me to temporarily take an email out of my inbox and set it to bounce back at a specific time (basically, pressing snooze on a message). Because my email inbox functions as my to-do list, it's helpful to take out tasks that I can't complete until later. For instance, if I need to confirm a lunch meeting with someone in a couple of weeks, I'll Boomerang that message to appear in my inbox the day before the meeting.

THE GORGIAS PLUGIN is another new favorite of mine! If you've ever used Gmail's Canned Responses, Gorgias takes email templates to a whole new level. It allows you to set keyboard shortcuts for common responses so that you don't have to hunt for the proper template.

I use FILTERS to automatically organize my Gmail. For example, incoming client inquiries are tagged with a red label and sorted into a "Clients" folder. Client questionnaires are sorted into another folder so I can easily access info before sessions.

I keep my JUNK MAIL under control using a combination of Unroll.me (an free one-stop unsubscribe service) and filters to remove the stubborn messages that just won't go away.

4) LIMIT TIME ON SOCIAL MEDIA.

Although it's absolutely necessary to stay active on social media sites to promote your small business, it can be soul-sucking to spend too much time refreshing notifications and hoping for new fans. The best thing you can do for your business is make your current clients happy, and the rest will follow. I also try to avoid spending too much time surfing other photographers' websites. There's so much talent out there that it can be overwhelming, and I find that I'm more happy with my own progress when I set personal goals instead of comparing my work to other people's.

LATER.COM is my favorite tool to cut down on social media time. As much as I love Instagram, it definitely requires a lot of thought and maintenance to post new images on a regular basis! Later.com takes some of the effort out of the equation by allowing me to batch schedule new posts and captions.

5) OUTSOURCE IT.

I work with an image editor when things get crazy in busy season, but if you're not ready to make that leap yet, there are plenty of outsourcing options that have nothing to do with your business! For example, I despise cooking and washing dishes on a daily basis, so I outsource by grabbing takeout. It's expensive to outsource cooking, but I more than compensate for that income by freeing up time to work on my business.

6) TRELLO

I honestly don't know how I managed everything before Trello came into my life! It's hard to believe that my absolute favorite program is FREE…but it's true!

First and foremost, I use a Trello board to keep track of my client projects and workflow. I use lists for every stage that a project goes through, and each client gets a card. Within the card, I use a checklist for client "homework" (contract, pre-session questionnaire, etc.) I also store any notes for the session (locations, things we discussed over the phone, etc.).

7) YOU NEED A BUDGET

I track both my personal and business budgets with YOU NEED A BUDGET. This software helps me organize my transactions into categories that I adjust on a monthly basis. I have "envelopes" for income tax, sales tax, packaging, software, education, insurance, salary, and a bunch of other spending categories that make up my business. YNAB makes it easy to see how much I have left to spend in any given month, and it allows me to roll over savings (for instance, each month I contribute $300 toward a computer replacement fund).

The best part about YNAB is that the company offers free education to help you learn how to use it, taught by LIVE instructors!

PS: The BEST book I have ever read about finances is "I WILL TEACH YOU TO BE RICH" by Ramit Sethi. Seriously…this book changed my entire perception of money and gave me so many practical tips. I've even bought copies for friends, and they have loved it too!

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