

*What do you need to do to get started as a business?*

1. **Research research research!** Look at photographers in your area and what they offer. You need to start out from the crowd, what can you do that sets you apart from the rest? Who is your target market? Who and what are you going to be photographing, where and how will you market yourself?
2. **Register as a sole trader with HMRC**
3. Organise how you will track your income and expenses
4. **Get insurance.** Public liability and professional indemnity. Also for your kit and studio if you have one. I use Policy Bee (Tell them Hannah Lamprell recommended you and we both get cute bumble bee chocolates in the post!!)
5. Register with the **ICO** - 'The Data Protection (Charges and Information) Regulations 2018 requires every organisation that processes personal information to pay a fee to the Information Commissioner's Office (**ICO**), unless they are exempt. Failure to do so will result in a fixed penalty.'
6. Research **GDPR and copyright** (or download my tutorials). This is so important in the photography world as images are classed as data!
7. Set up social media - Facebook, Instagram, Pinterest, Twitter. Be everywhere!
8. Create website. This can be done easily yourself using a WIX template.
9. Register on **google**
10. Start shooting!!! Shoot what you love and what you want to shoot in the future. Only post on social media what you want to be shooting. There is no point showing images of babies if you want to do weddings! Second shoot for free, do model calls to get your experience up
11. Work out the **COST OF DOING BUSINESS**. What do you need to earn to be financially stable every month, how much can you/do you want to work, how much will this cost you to run. Do the maths. This is how much you charge. I look extortionate compared to other photographers in my area. Purely because this is my sole income and I need to pay 2k over heads a month to keep afloat! Every other photographer in my own area has a separate main source of income, no studio, no staff.
12. Find a mentor.....me?