



Professional Photographers of America

Business Issues and Goals

FIVE major business problems and/or goals to focus on within the next year:

- 1)
- 2)
- 3)
- 4)
- 5)

FIVE ideas that have made your business **successful** (e.g. updating price lists, partner marketing with local businesses, creating a blog, increasing photographic education, etc.):

- 1)
- 2)
- 3)
- 4)
- 5)

FIVE problems that have **prevented** you from being successful:

- 1)
- 2)
- 3)
- 4)
- 5)

Why are you participating in Studio Management Services? What do you hope to gain?

Financial Information

Type of accounting software (i.e. Successware, Quickbooks, Peachtree):

My accounting file is operating on a _____ .

Types of product lines, by percentage (ex: wedding, portrait, etc):

Product Line	Percentage
	%
	%
	%
	%

Gross sales for the last full calendar year:

Gross sales goal for the current year:



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Financial Information

Type of business structure:

Business Related Debt	Interest %	Monthly Payment	Balance Due
	%		
	%		
	%		
	%		
	%		

Total Business Related Debt:

Employees by job function, weekly hours & wage (i.e. Administration includes sales, marketing & office duties):

Employee Name	Function(Production/Admin)	Hours	Wage

Sales and Marketing

Type of camera:

Sources of client referrals (i.e. word of mouth, advertising, etc.):

Database of your clients: Number of clients in your database:

Studio newsletter sent to client base: Frequency:

Planning consultation prior to portrait sessions:

Length of photography session: # of pictures:

Length of sales session: # of proofs:

Method(s) of sales presentation (slides, digital projection, digital monitor, proofs speculation, orders, etc.)

Product Line	Method

Additional Information

What else would you like us to know about your business?