

GETTING STARTED

A photography business is a great way to get started in entrepreneurship. The industry itself has a low barrier for entry and the overhead cost to run your business will be smaller as you're just beginning. Before you can start you'll need a few tools to offer satisfactory service to your customers and the ability to transport those tools.

TOOLS TO CONSIDER

- Camera
- Tripod
- Additional Lenses
- Backdrops
- Lighting
- Stabilizer
- Editing Software

BUILDING ON A BUDGET

While owning a photography business does require you to possess a variety of tools, it doesn't require you to spend a fortune on those tools. Consider browsing your local thrift stores, pawn shops, garage sales and even classified ads for used cameras and equipment being sold cheap. You really only need one camera to obtain your first customer. Save the money you earn and expand when the time is right...

EXPANSION

As your business grows you will naturally see opportunities for growth. Your initial income will allow you to purchase more equipment. As your income increases you'll have the ability to hire employees. Eventually once you're fully up and running you'll want to invest in the proper licenses and insurance to legalize your business.



BUILDING YOUR BUSINESS

THINK LONG TERM AND YOU WILL SUCCEED

Your ultimate goal is to manage your own business that allows freedom, growth, and financial stability. Once your business is up and running you could potentially pay all of your monthly expenses with just a 2 or 3 clients. With this in mind, consider working for free as you're just getting started. This will give you opportunities to gain experience and build an impressive portfolio. You can then use the portfolio built from free work to attract high dollar customers.

DISRUPT THE INDUSTRY

Consider your personal advantage in the industry. What's a great idea that you've had and no one in photography is using? Think about different styles of lighting, alternative lenses, full frame cameras, anything that can give you an edge and make it clear to your customers that you're obviously better than the competition.

NEW TECHNOLOGY

The photography industry is constantly growing and implementing the use of new technology. Consider the possibilities of the future and be patient. There could one day be an app like Uber that connects photographers and videographers to nearby customers that need services. You could market your skills on the app or develop it yourself.

KNOWLEDGE IS MONEY

The main key to being successful in any venture is staying consistent. Even when things aren't easy you have to keep your head up and remind yourself why you work as hard as you do. It will pay off. The more experience you gain, the more knowledge you obtain, the more valuable you'll be. If interested we can reach out to connect you to a mentor in the industry. Also take advantage of websites such as Fivver and Upwork. These sites allow you to hire professionals to complete a variety of task for your business and get you that much closer to success without an exhausting amount of work.

**SUCCESS IS NOT
FINAL, FAILURE IS NOT FATAL:
IT IS THE COURAGE TO
CONTINUE THAT COUNTS.**



BUILDING MULTIPLE INCOME SOURCES



USE WHAT YOU HAVE TO GET WHAT YOU WANT.

Create a list of your talents, skills, and interest. Consider how valuable your knowledge on those topics could be to others. We often under value our life experiences rather than profiting from what we've learned.

MONETIZE YOURSELF (GET PAID TO BE YOU)

You're an extremely unique individual and that carries tremendous value. For instance you could write and publish an E-book detailing your life experiences. You have a rare story and people would pay to hear it.

THINK OUTSIDE THE NORM

The digital age has brought forth countless opportunities that will be responsible for the next generation of millionaires. You too can take advantage of these new opportunities by doing your research and developing your skills on new platforms. YouTube, Shopify, Facebook, and so many other sites have made it extremely easy to build a profitable brand around what you love.

BUILD IT STEP BY STEP

Think long term as you begin this journey. You may not make money immediately but if you're consistent and focused on your goals, you will eventually create a system that pays you for years to come. Consider Youtube videos for instance, if you upload a youtube video today, it could earn you income well into future without requiring you to work on it daily.



NEW AGE OPPORTUNITIES



PASSIVE INCOME= MONEY YOU EARN WITHOUT WORKING FOR DAILY.

Imagine having payments go into your bank account while you're sleeping or even on vacation. You can utilize your time now to build systems that will pay you while requiring you to do less and less work. We'll tell you how...

ACTIVE INCOME= INCOME RECEIVED FROM PERFORMING A SERVICE SUCH AS HOURLY WAGES

Everyone has to start somewhere. An hourly wage or salary position is a great way to put aside money and invest in your business. Meanwhile you can use your free time to gain new skills and market those skills for a profit. Eventually the profits will outweigh your day job and you'll be able to walk away from the typical 9-5.

DIGITAL SERVICES

Your business will have to offer either a service or a product. Below are some examples of digital services you can easily set up and offer to customers for unlimited income potential.

1. Online Courses
2. Membership Programs
3. Digital Marketing & Web Design
4. Book Editing & Publishing
5. Video Creation



ONLINE PRODUCTS

There are also online products your business can offer with very little cost to you. You no longer need a warehouse full of products to make money online. A good idea and the right marketing strategy can quickly make you profitable.

1. Dropshipping
2. Monthly Subscription Products
3. Affiliate Marketing
4. Custom Clothing

Visit www.Generationarchitect.org for more tips.



BRANDING

You will want to consider building a brand from the start. Having a brand will allow you to build credibility and trust with your audience. Once your audience trust your brand they will purchase your products or services regardless of the niche. For example if you build an audience on Instagram, you can then get that audience to visit your shopify store even though they never had an initial interest in Shopify.

MEMEBRSHIP PROGRAMS

Are you good at creating content? You can utilize those skills to create catalogues of content and then charge monthly membership fee's for access to the content. You can actually do this with anything you feel like people would pay for monthly. For instance a catalogue of hair & makeup tutorials that you charge people \$100 to \$1,000 a month for access to. It would take time to build the site and content but once up and running it will be profitable for a long time.

AFFILIATE MARKETING

There are countless services online that allow you to market their products for free. However, when someone buys the product or service through your personal link you will get paid. Advertise these links to your audience to quickly build a new source of income.

DROPSHIPPING

Dropshipping is an incredible opportunity for any entrepreneur just getting started. Dropshipping allows you to sell a product online without buying it first. You can find the perfect products to market to your audience in any niche. Once a customer buys from you, you instantly receive your profits. You then use the customer's payment to buy the product and ship it it directly to them. If this interest you it would be a good idea to research Shopify and dropshipping.

ONLINE COURSES

We all know something that someone else is willing to pay to learn. You can use your past experiences and knowledge to develop online course and teach people what you know for a fee. There are many platforms that make it easy to create and monetize an online course. Research sites like Teachable, Udemy, and Thinkific.

CUSTOM CLOTHING

There are also a large number of services that allow you to design custom clothing and dropship it to the customer. Again that means you don't pay anything until you've already made a sale. Research sites like TeeSpring and Printify.

WE SPECIALIZE IN INTRODUCING ENTREPRENEURS TO NEW OPPORTUNITES!

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