

Build Your 2026

Photography Business Plan

**A simple, realistic worksheet for photographers
who want clarity, focus, and a business that fits their life.**

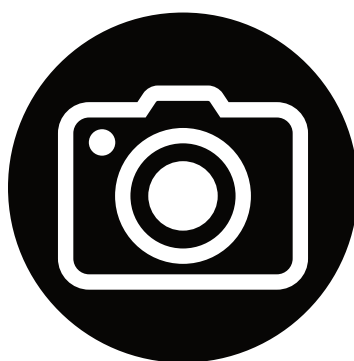


This worksheet is designed to be completed in 20-30 minutes.

**You don't need to have everything figured out.
You just need to answer honestly.**

**Use this alongside the podcast episode:
“The One Where We Build Your 2026 Photography
Business Plan.”**

**Progress over perfection.
Clarity over chaos.**



**Before we plan your business,
let's plan your life.**

At the end of 2026, I want my life to feel like:
(Choose 3 words)

**In 2026, I want my business
to support my life by:**

- Working _____ days per week
- Being done by _____ time most days
- Protecting my weekends: Yes No Some

One thing I want MORE of in 2026:

One thing I want LESS of in 2026:



Focus creates momentum.

My primary revenue streams for 2026:

(Choose 1–2)

One secondary or “fun” offering I’ll allow myself:

The work I enjoy most AND get paid well for:

The work I’m ready to scale back or release:



This is about clarity — not pressure.

My ideal annual income (before taxes):

\$ _____

Estimated annual business expenses:

\$ _____

Time off I want to plan for:

_____ weeks per year

Total income goal for 2026:

\$ _____



**If I book _____ sessions per year,
my average sale needs to be:**

\$ _____ per session

This number feels:

- Aligned
- Stretchy but doable
- Like a sign I need to adjust pricing or offerings



Simple. Consistent. Clear.

My MAIN marketing platform for 2026:

Instagram Facebook Email Other:

My secondary/supporting platform:

My ideal client needs to hear more about:

- My process
- What it's like to work with me
 - Who I'm best for
 - Pricing clarity
- Results & transformations

My realistic content commitment:

(e.g. 2 posts/week, 1 email/month)



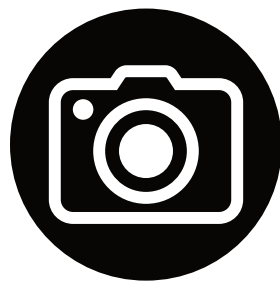
Burnout is not part of the plan.

In 2026, I will intentionally schedule:

- Time off first
- Admin days
- Creative or personal projects
- White space

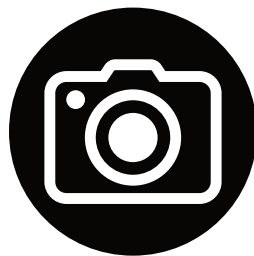
One boundary I'm setting this year:

One system or habit I want to improve:



**If I stayed aligned with this plan
all year, my business would feel
like:**

**One word I want to carry into
2026:**



**You don't need a perfect plan.
You need a clear one.**

And permission to adjust as you grow.



**The One Behind The Lens
with Kate DeCoste**

