



Top 10 Tips for a Productive & Profitable Fall Season

We've pulled together our top 10 tips for helping you to have a productive AND profitable fall season without feeling overworked and overwhelmed. Use this printable and the [blog post](#) to write down how you will incorporate these tips into your Fall Season.

Tip 1 | Define What Success Means to You

Write out your top 2-3 goals for a successful fall season.

Examples: Book new clients, schedule time off, achieve specific earnings or profit, schedule in time for things you love to do in Fall.

Tip 2 | Decide What Kind of Photoshoots You Want to do This Fall

Full Length Shoot Ideas:

Fall Mini Session Ideas:

Set up dates, prices, and promote your mini-sessions easily from your client booking portal.

Tip 3 | Calculate Your Business Expenses & Prices

Account for all expenses like equipment, materials, website, and training.

Here is an [expense tracker](#) to help you.

Set up dates, prices, and promote your mini-sessions easily from your client booking portal.

Tip 4 | Tune-Up Your Gear

Make note of gear or other equipment that needs to be maintained or replaced.

Tip 5 | Set Boundaries

Decide on the types of photoshoots you'll accept. Write down what you want your days to look like and set boundaries around work accordingly.

Tip 6 | Set Realistic Expectations for Clients

Protect your time and energy by setting boundaries around your work. Write down a few ways you can do this.

Tip 7 | Make Time for Yourself

Jot down a few ways you plan to prioritize personal time and favorite fall events in your calendar. How can you avoid overbooking yourself and burnout?

Tip 8 | Always Have a Backup Plan

Write down how you will prepare for emergencies that might arise in your business. Think of past experiences and how you can be more prepared this season.

Tip 9 | Outsource Some Tasks

Consider outsourcing editing, marketing, accounting, or household tasks. Which tasks would you prefer to outsource?

Tip 10 | Automate When You Can

Automating parts of your workflow is a game-changer for saving time in your business. What are some tasks you can automate in your business?

Streamline your client communications from leads to post-shoot follow-ups with Picello's email automations feature.

For more photography business tips and resources, visit [Picello.com](https://picsello.com)