

Your
FOUR FIGURE
DAY RATE PLAN



BY CHRISTINA PETERS

welcome



I'm Christina Peters and I've been a commercial food photographer for more than 25 years now.

There are two types of clients, the cheap ones that will NEVER pay for your photography or value your worth, and then there are those that respect what you do and will PAY for your talent.

When starting out, it's so hard to know how to price yourself and how to get clients that pay well.

The two questions I get asked the most are, "How do I find clients" and "How do I know what to charge?"

I hope this guide will help you answer both of those questions because if you are still doing photo shoots for \$250 or \$500 a day, you will not last long my friend. You are attracting the wrong clients!

My goal is to help you become a profitable photographer.

Christina Peters

"Which of my photographs is my favorite? The one I'm going to take tomorrow."

~~~ Imogen Cunningham

THE 4 FIGURE DAY RATE PLAN

Figuring out what to charge when you are starting out is very difficult. Use this guide to learn why you are aren't charging what you should and how to find those clients that will pay you what you are truly worth.

01

STOP SHOOTING FOR FREE!

There are three reasons why you are not charging your clients at all or you are not charging enough. Which one of these do you fall into?



02

YOUR SIX FIGURE PORTFOLIO

Your website is your most important tool for getting clients. Follow these suggestions to create a website that will attract the clients who will pay you what you want.



03

YOUR MARKETING PLAN FOR 10K A MONTH

Are you sitting around waiting for clients to find you? That's completely the wrong way to go about getting clients. Do THIS instead...





STOP SHOOTING FOR FREE!

01 WHAT ARE YOUR LIMITING BELIEFS???

The main reason why you are not charging enough, or worse, charging nothing is that you don't have the confidence to charge what you are worth. Instead, you must use the sliding scale of experience to charge the appropriate amount for your work based on your experience - beginner, intermediate, or advanced.

02 YOU DON'T KNOW YOUR COSTS TO OPERATE

This is a huge one - if you don't know your costs, you certainly will not know what you need to charge for your photo shoots. The first step in determining your costs is to calculate your total overhead (add up all your personal and business expenses) PLUS the desired salary you want. What is that number?

03 YOU ARE ATTRACTING THE WRONG CLIENTS!

If you actually think that there aren't clients out there that will pay you \$1000, \$2000, \$5000, a day YOU HAVE THE WRONG CLIENTS! Are you going after clients or are these cheap clients finding you? With my system, YOU are the one finding your clients. You are not waiting for them to find you.

PERSONAL ASSESSMENT

We need to look at why you are not charging enough for your work. It could be your limiting beliefs or it could be you just don't know what your costs are, or both.

WRITE DOWN YOUR LIMITING BELIEFS BELOW. YOU MUST KNOW WHAT THESE ARE IN ORDER TO MOVE PAST THEM

FIGURE OUT YOUR TOTAL OVERHEAD COSTS. IN THE LEFT COLUMN ADD UP ALL PERSONAL EXPENSES, RIGHT COLUMN ADD UP ALL BUSINESS EXPENSES.

PERSONAL EXPENSES

BUSINESS EXPENSES

YOUR 6 FIGURE PORTFOLIO

Your food photography portfolio is the most important marketing tool you have. Here are some tips for making that portfolio a client grabbing machine.

01 DO NOT BE A JACK OF ALL TRADES MASTER OF NONE!

You only have a few seconds to grab the attention of your potential client. You need to create a body of work (at least 25-30 images to start) that is consistent and in line with the type of images they need and want for their business.

02 YOU NEED A WEBSITE, A PRINTED BOOK, AND IPAD

The website is usually the first thing your clients will see of your work. You need to create a printed book and an iPad portfolio for in-person meetings. The website gets you in the door. The printed book and meetings get you the jobs.

03 WHO DO YOU WANT TO SHOOT FOR?

Make a list of your dream clients (100 of them) and study them!!! You must create a body of work that they will be attracted to. If your photography is a complete departure from their brand, look and feel, you won't be a good fit.

04 FIND A FOOD STYLIST OR CHEF TO TEST WITH

If you are not good at food styling (that's ok, neither am I!) Then you must find a food stylist or a chef to test with to create your portfolio. Testing is where you both need images of the food for your books. And it's super fun to collaborate!

IMAGE INVENTORY

Start making a list of your dream clients. Next, do an assessment of your current photography portfolio. Figure out what images are missing or that need to be improved and schedule time to create those new images.



YOUR MARKETING STRATEGY

Most photographers suck at marketing. They might send one email and wonder why no one responded. You must create a plan over a 6-12 month period!

01 GET YOUR MARKETING MATERIALS CREATED

The first thing you'll need is a simple logo. Do not spend a lot on this! I suggest a Signature Logo first, they are about \$40. Next get postcards. You can start with a standard 4x6" size and move up to 6x8" later. Then get a business card made.

02 CREATE A SIMPLE MARKETING PLAN

Look at your marketing plan as a way to build a relationship with your future client. You will be sending postcards and emails alternating with phone calls. Add in social media posting if you wish - but this is not needed right away so don't worry if you don't have a social media presence yet.

03 EVERYTHING IS DRIVING TRAFFIC TO YOUR WEBSITE!

Everything that you are doing with your marketing plan is to get people to go to your website to see your fabulous portfolio. Every postcard, email and social media post directs everyone to your website. We are not waiting for them to find us, you are targeting them and directing them to your website at all times.

MARKETING WORKSHEET

Who will your target market(s) be? Determining who your prospects are will dictate the type of images you need to show in your marketing. In answering the question below, decide the type of prospect you want to go after first, for example, do you want to go after restaurants or food brands? Pick one prospect type to start with. Next, determine when you are sending out your marketing materials to them.

WHAT TYPE OF TARGET MARKET ARE YOU GOING AFTER FIRST? (RESTAURANTS OR BRANDS FOR EXAMPLE) IN THE SPACE BELOW, WRITE THAT DOWN. THEN LIST OUT YOUR MARKETING PLAN. USE ONE WORKSHEET PER CLIENT TYPE.

TOUCH POINTS	IMAGES
EMAIL DATE:	
POSTCARD DATE:	
EMAIL DATE:	
POSTCARD DATE:	
PHONE CALL DATE:	
EMAIL DATE:	
POSTCARD DATE:	
EMAIL DATE:	
POSTCARD DATE:	
PHONE CALL DATE:	
EMAIL DATE:	
POSTCARD DATE:	

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STILL GOT QUESTIONS?

I know we covered a lot in this guide but you probably have a lot more questions now about creating your 4 figure day rate plan.

- Want help figuring out your costs and what to charge?
- Or how about more details for what kind of images you need in your portfolio?
- Want feedback on possible images for your portfolio?
- How about help finding your dream target list of 100 prospects?
- We answer these questions and more inside my new course. Click the button below and see you there!

[CLICK HERE FOR MORE INFO](#)

Or go here: foodphotographyclub.com/4fdrp-reg

Christina xoxo

Stay Connected! Check out my free Facebook group Food Photography Club