

THE
PHOTOGRAPHY HQ

BUSINESS RESOURCES FOR PHOTOGRAPHERS

FREE BUSINESS RESOURCE

WEDDING PHOTOGRAPHER BUSINESS HEALTH CHECK

Score your photography business across 8 key areas —
and discover what to improve next.

32-POINT
SELF-ASSESSMENT

BUSINESS
SCORECARD

PRIORITY
ACTION PLAN

BUILD THE BUSINESS BEHIND YOUR PHOTOGRAPHY.

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HOW HEALTHY IS THE BUSINESS BEHIND YOUR PHOTOGRAPHY?

It's easy to judge a photography business by how busy the calendar looks.

But a strong business is built behind the photographs — through pricing, packages, enquiries, communication, workflows, administration, marketing and consistent systems.

The **Wedding Photographer Business Health Check** is designed to help you take an honest look at those foundations, identify what's already working and decide what deserves your attention next.

This isn't about achieving a perfect score.

It's about understanding your business a little better than you did before you started.

HOW IT WORKS

You'll assess your business across **8 key areas**.

For each statement, choose the answer that best reflects how your business operates **today**.

0 — NOT YET

This isn't currently in place.

1 — PARTLY

Something is in place, but it isn't consistent or could be improved.

2 — YES

This is established and consistently part of how I run my business.

Each section contains four statements and has a maximum score of **8 points**.

When you've completed all eight sections, you'll bring your scores together, identify your strongest and weakest areas and choose **three priorities to work on next**.

DON'T OVERTHINK YOUR ANSWERS.

Choose the response that reflects how your business operates today — not how you'd like it to operate.

Let's take a look at the business behind your photography.

01 / 08

PRICING & PROFITABILITY

How well do you understand the numbers behind each wedding?

01 I know approximately what it costs my business to deliver each wedding.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

02 My pricing accounts for the time I spend outside the wedding day, including enquiries, planning, travel, editing, delivery and administration.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

03 I understand approximately how profitable each of my current wedding photography packages is after its direct costs.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

04 My prices are based primarily on what my own business needs to charge rather than simply copying competitors or choosing a figure that feels right.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

YOUR PRICING & PROFITABILITY SCORE

/ 8

WHY THIS MATTERS

Being busy and being profitable aren't necessarily the same thing. Understanding your own costs, time and margins gives you a stronger foundation for pricing decisions.

NOTE TO SELF

What's one thing you noticed while answering these questions?

02 / 08

PACKAGES & OFFERS

Do your packages work for both your clients and your business?

05 Each of my wedding photography packages has a clear purpose and is meaningfully different from the others.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

06 I understand the approximate cost, working time and profitability associated with each package.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

07 Couples can quickly understand what's included in each package and the differences between their options.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

08 I review my packages periodically rather than leaving them unchanged simply because they've always been structured that way.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

YOUR PACKAGES & OFFERS SCORE

/ 8

WHY THIS MATTERS

Strong packages should make buying easier for the client while still making commercial sense for the photographer.

NOTE TO SELF

What's one thing you noticed while answering these questions?

03 / 08

ENQUIRIES & FOLLOW-UPS

Can you see what's happening with every potential booking?

09 I have one reliable place where I can see my active wedding enquiries and their current stage.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

10 Every active enquiry that needs further action has a clear next step or follow-up date.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

11 I can quickly identify which enquiries need my attention without searching through emails, messages or relying on memory.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

12 I track enough information to understand how many enquiries become bookings and where those enquiries originated.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

YOUR ENQUIRIES & FOLLOW-UPS SCORE

/ 8

WHY THIS MATTERS

Generating an enquiry is only useful if you know what happens to it afterwards. A simple, consistent process reduces the chance of opportunities quietly being forgotten.

NOTE TO SELF

What's one thing you noticed while answering these questions?

04 / 08

CLIENT COMMUNICATION

Does your communication make the client journey easier?

13 I respond to new enquiries consistently and within a timeframe I'm comfortable representing my business.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

14 I have a clear approach for the important messages I send repeatedly, such as enquiries, booking confirmations, planning information, gallery delivery and review requests.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

15 Clients generally know what happens next without needing to chase me for updates.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

16 My communication feels consistent with the professional experience and brand I want clients to associate with my business.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

YOUR CLIENT COMMUNICATION SCORE

/ 8

WHY THIS MATTERS

Good communication isn't about sending more emails. It's about giving clients the right information at the right point in their journey.

NOTE TO SELF

What's one thing you noticed while answering these questions?

05 / 08

CLIENT WORKFLOW & EXPERIENCE

Is there a clear process behind the experience you deliver?

17 I have a defined client journey from initial enquiry through booking, planning, wedding day, delivery and post-wedding follow-up.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

18 I know the key actions I need to complete at each stage of that journey.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

19 Important client tasks and milestones happen because they're part of my process rather than because I happen to remember them.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

20 I periodically review my client experience and look for unnecessary friction, confusion or gaps.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

YOUR CLIENT WORKFLOW & EXPERIENCE SCORE

/ 8

WHY THIS MATTERS

A repeatable workflow can make the experience more consistent for clients while reducing the mental load of managing every wedding differently.

NOTE TO SELF

What's one thing you noticed while answering these questions?

06 / 08

CONTRACTS & ADMINISTRATION

Are the important details documented and organised?

21 Every wedding booking is supported by clear written terms or a contract appropriate to my business.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

22 My booking process clearly records the agreed service, price, payment arrangements and important client details.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

23 I have an organised way of keeping the important records and information associated with each wedding.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

24 I periodically review my contracts and administrative processes rather than assuming they will always remain suitable for my business.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

YOUR CONTRACTS & ADMINISTRATION SCORE

/ 8

WHY THIS MATTERS

Good administration isn't glamorous, but clear records and processes can prevent confusion and make the business easier to manage.

NOTE TO SELF

What's one thing you noticed while answering these questions?

07 / 08

MARKETING & LEAD GENERATION

Do you know what's actually bringing opportunities into your business?

25 I know which sources currently generate most of my wedding enquiries.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

26 My marketing consistently communicates the type of photography, experience and clients my business is aimed at attracting.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

27 I have at least one marketing activity I carry out consistently rather than relying entirely on occasional bursts of promotion.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

28 I use enquiry or booking information to help decide where my marketing time and effort should go.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

YOUR MARKETING & LEAD GENERATION SCORE

/ 8

WHY THIS MATTERS

Marketing becomes easier to evaluate when you know where enquiries originate and can connect your activity with actual business opportunities.

NOTE TO SELF

What's one thing you noticed while answering these questions?

08 / 08

PROFESSIONAL PRESENCE & GROWTH

Does the business feel consistent — and do you know where you're taking it next?

29 My website, social profiles, pricing materials and client communications feel recognisably part of the same business.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

30 A potential client can easily understand what I offer, who it's for and how to enquire or book.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

31 I have specific areas of the business I'm currently trying to improve rather than simply reacting to whatever feels most urgent.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

32 I periodically review how the business is performing and make deliberate decisions about what to improve next.

☐ 0 — NOT YET

☐ 1 — PARTLY

☐ 2 — YES

YOUR PROFESSIONAL PRESENCE & GROWTH SCORE

/ 8

WHY THIS MATTERS

A professional business isn't defined by having everything perfect. It's about creating consistency and knowing what you're trying to improve next.

NOTE TO SELF

What's one thing you noticed while answering these questions?

YOUR BUSINESS HEALTH CHECK

Bring your eight scores together.

Pricing & Profitability		/ 8
Packages & Offers		/ 8
Enquiries & Follow-Ups		/ 8
Client Communication		/ 8
Client Workflow & Experience		/ 8
Contracts & Administration		/ 8
Marketing & Lead Generation		/ 8
Professional Presence & Growth		/ 8
TOTAL SCORE:		/ 64

WHAT DOES YOUR TOTAL SCORE MEAN?

0–24

BUILD THE FOUNDATIONS

Several areas of your business could benefit from clearer systems. Don't try to tackle everything at once — your lowest-scoring sections will show you where to begin.

LOOK AT EACH SECTION TOO

0–3 • PRIORITY AREA

This part of your business would benefit from some focused attention. Start with one simple improvement rather than trying to fix everything at once.

25–44

STRENGTHEN YOUR SYSTEMS

You've got foundations in place, but there are likely areas where the business still depends on memory, improvisation or inconsistent processes.

4–6 • DEVELOPING

You've already got useful foundations in place. Look at the statements you scored 0 or 1 and use those to decide what to strengthen next.

45–64

REFINE & GROW

Many of your core foundations are established. Your biggest opportunities may now come from strengthening weaker areas, improving consistency and refining what's already working.

7–8 • STRONG FOUNDATION

You've established a good level of consistency in this area. Keep reviewing it as your business changes and look for smaller improvements rather than rebuilding what's already working.

YOUR TOTAL SCORE ISN'T THE GOAL.

Your lowest-scoring areas are the useful part.

YOUR BUSINESS DOESN'T NEED 32 CHANGES.

IT NEEDS A CLEAR NEXT STEP.

Look at your eight section scores.

Choose the **three areas where an improvement would make the biggest difference to your business right now.**

You don't have to solve each area today. The aim is to decide what deserves your attention and identify one practical first action.

PRIORITY 01

Area:

What's currently not working?

One improvement I'll make:

My first action:

Target date:

PRIORITY 02

Area:

What's currently not working?

One improvement I'll make:

My first action:

Target date:

PRIORITY 03

Area:

What's currently not working?

One improvement I'll make:

My first action:

Target date:

START WITH PRIORITY 01.

Progress comes from improving one system at a time — not rebuilding your entire business in a weekend.

TURN YOUR RESULTS INTO ACTION

Want some structure around one of the areas you've identified?

Photography HQ creates practical business resources for wedding photographers.

If one of these areas appeared among your priorities, there's a resource designed to help you work on it.

PRICING & PROFITABILITY

Wedding Photography Pricing Calculator — £12

Work through business costs, working time and income goals to calculate a more informed target booking price and review your package pricing.

Best suited to:

"I don't really know whether my prices make financial sense."

PACKAGES & OFFERS

Wedding Photography Package Builder — £14

Compare package pricing, direct costs, profitability and inclusions while building clearer wedding photography packages.

Best suited to:

"I know roughly what I charge, but I'm not confident my packages are structured properly."

ENQUIRIES & FOLLOW-UPS

Wedding Photographer Lead & Booking Tracker — £18

Keep enquiries, lead stages, follow-ups, consultations, booking values, lead sources and pipeline information together in one Excel workbook.

Best suited to:

"I need one place to see what's happening with my enquiries."

TURN YOUR RESULTS INTO ACTION

CLIENT COMMUNICATION

Wedding Photographer Email Template Library — £16

27 client communications — 19 full email templates and 8 quick replies covering key stages of the wedding photography client journey.

Best suited to:

"I know what I want to say, but I'm constantly rewriting it."

CLIENT WORKFLOW & EXPERIENCE

Wedding Photographer Client Workflow System — £12

A structured **15-step client journey** from initial enquiry through booking, planning, wedding delivery, review and referral.

Best suited to:

"I need a clearer process from enquiry to finished client."

EXPLORE THE PHOTOGRAPHY HQ SHOP →

thephotographyhq.com/shop

WHEN MORE THAN ONE AREA NEEDS ATTENTION

Sometimes the Health Check won't reveal one isolated problem.

You may find several parts of your client or business process would benefit from more structure.

That's where our larger systems come in.

THE CLIENT & BOOKING SYSTEM — £29

For photographers wanting more structure across **enquiries, communication and the client journey.**

Includes:

Lead & Booking Tracker • Email Template Library • Client Workflow System

£46 individual value • £29 bundle • Save £17

TRACK IT. COMMUNICATE. FOLLOW THE PROCESS.

WANT TO WORK ON THE WHOLE BUSINESS?

THE WEDDING PHOTOGRAPHERS BUSINESS SYSTEM — £59

The complete Photography HQ system brings together **17 downloadable resources** designed to help build a more organised, professional and commercially considered wedding photography business.

Resources cover areas including:

Pricing & Profitability • Packages • Client Workflows & Communication • Contracts & Administration • Marketing & Bookings • Professional Presence • Business Growth

BUILD THE BUSINESS BEHIND YOUR PHOTOGRAPHY.

EXPLORE PHOTOGRAPHY HQ →

thephotohographyhq.com/shop

YOU DON'T NEED EVERY TOOL ON THIS PAGE.

Use your Health Check to identify what would make the biggest difference to your business right now — and start there.

THE PHOTOGRAPHY HQ

PRACTICAL BUSINESS RESOURCES FOR PHOTOGRAPHERS

thephotohographyhq.com