MAHNAZ
PHOTOGRAPHY

FREE CHEAT SHEET · FOR NEW PHOTOGRAPHERS

Stop Guessing What to Charge.

Most new photographers pick a price that feels safe — then end up working for less than minimum wage. This one page fixes that in about two minutes.

Your Minimum Fee

Every session has a number below which you are paying the client to hire you. Find it with this:

- **Session costs —** gear wear, software, insurance, travel, gallery delivery.
- Per session, not per month.

Total hours — shoot + cult + edit + emails + delivery. All of them. A "1-hour shoot" is usually 6-8 hours of work.

- **Hourly pay you want —** pick a number you'd be proud of, not minimum wage.

Formula:

Session costs + (total hours × the hourly pay you want) = your minimum fee.

Never book below it.

WORKSHEET:		
My costs per session:	$	
My total hours per session:	:	
My target hourly rate:	$	/hr
MY MINIMUM FEE:	**$**	

3 Mistakes That Keep New Photographers Broke

Copying the photographer down the street.
Her prices cover her costs, not yours. Copying them is how you go broke politely.

Pricing only the shoot hour.
The camera is out for one hour; the work takes eight. Forget the other seven and you're donating them.

Pricing from fear.
"Nobody will pay that" is a feeling, not a fact. The formula above is math. Trust the math.

> "If the math says $450 and your gut says $200 — trust the math. Your gut has never paid your rent."

Do this today:

- [ ] - Fill in your minimum fee above
- [ ] - Check it against every price on your website
- [ ] - Raise anything sitting below the line

This is the starting line. The $9.99 Pricing Starter Kit takes you the rest of the way — done-for-you packages, the 10-session test, and the exact email to raise your prices without losing clients.

→ **mahnazphotography.com/pricing-starter-kit**

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