

# INDUSTRY STANDARDS CHECKLIST FOR PHOTOGRAPHERS

# 1

## CLIENT EXPERIENCE

*YOU SHOULD HAVE A CLEAR  
PROCESS IN PLACE.*

- Do you respond promptly?
- Can you explain the next step at any point in a project?
- Is your brand recognizable among other, similar brands?

## PRICING

*YOU SHOULD HAVE A SET  
PRICING STRUCTURE.*

- Do you know how you will charge a client once you have their parameters?
- Do you have a simple way for clients to pay you?
- Do you charge a deposit?

## LEGAL

*YOU SHOULD TAKE STEPS  
TO BE LEGITIMATE.*

- Do you understand how copyright law impacts your work?
- Are model and property releases part of your workflow?
- Do you use a contract with each client?

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# 2

## INSURANCE

*YOU SHOULD BE PROTECTED AGAINST ACCIDENTS AND LEGAL ACTION.*

- Is your business insured?
- Does this include your equipment?
- Do you know what to do if a client attempts to take legal action against you or your business?

## BACKUPS

*YOUR WORK SHOULD BE PROTECTED AGAINST FILE LOSS AND EQUIPMENT FAILURE.*

- Do you perform a backup routine after each shoot?
- Is your work saved in more than one place?
- Can you access your backups easily in the event that you need them?

## DELIVERY

*YOU SHOULD HAVE AN EFFICIENT METHOD OF DELIVERY.*

- For prints, do you have quality printing equipment/a reliable printing lab?
- For digital files, do you have an efficient method of delivery that doesn't sacrifice quality?