

# 5 Easy Ways to Earn an Extra £500 a Month in Your Photography Studio



*5 simple strategies you can implement with your existing skills and equipment to generate extra revenue in your photography studio.*

BY SARAH JAMIESON

# Hey, I'm Sarah!

I run Pictorial Photography, a multi-service photography studio in a small coastal town in the North East of England.

Over the last 13 years, I have become the go-to photographer for passports, visas, and IDs in my local community. I have also implemented all of the suggestions below (and more) in my business, earning extra cash from each month means that I have the headspace to do the creative photography work that I love.



Doing passport photos for just a couple of hours a week means that you can effortlessly cover your bills and studio rent every month. All while helping your marketing efforts by creating the BEST kind of footfall AND a dreamy email list, full of people with disposable income to travel, people who have already met you, seen your photography work on display and know how wonderfully helpful you are.

# 01 Workshops & Courses

Why not share your expertise by hosting online or in-person workshops on specific photography skills. This provides valuable learning experiences for enthusiasts and generates additional income.

Estimated additional income: £100 - £200 per client.

Number of workshops: 1 workshop per month.



# 02 Social Media Content Creation

If you already work with local businesses to create professional photos for their websites and branding. You can also offer social media content planning and strategy services using these images, you can even offer implementation and social media management.

Estimated additional income: Varies depending on the scope and duration of the project, usually charged by the hour and can be outsourced.



# 03 Targeted Mini Sessions

Offer a day of themed mini sessions at a discounted rate to attract new clients and experiment with different styles. Examples include:

- "Headshots in a Flash": Quick, professional headshots for business websites and social media profiles (or dating sites!).
- "Superhero Portraits": Fun, themed sessions for children.
- "Pet Portraits on the Patio": Outdoor pet photography with natural light.

Estimated income: £50 - £75 per session.

Estimated clients needed: Depending on your session length and pricing, you'd need roughly 7-10 mini sessions per month. If you upsell to digital files, prints and products you would need less clients to reach your £500 goal.



# 04 Photo Restoration & Retouching

Photo Restoration & Retouching: Breathe new life into old photos or enhance special images for your customers.

This service is popular for preserving family memories and restoring damaged photos.

Estimated additional income: £250 - £500 per month.

Estimated clients needed: 5-10 clients per month.



# 05 Passport, Visa, and ID Photography

Turn your skills into a profitable service by offering high-demand passport, visa, and ID photography in your studio. This service requires some specific knowledge of regulations and technical requirements, but the demand is consistent and lucrative. This service only takes minutes so you can fit this in at the end of your day or between regular client work. Estimated income: £20 per client

Estimated clients needed: 6 individuals per week (or 1 to 2 families)



# I hope you will try out one of these 5 easy ways to earn an extra £500 a month in your studio...

By offering the quick and easy to do service of passport, visa, and ID photography, you will consistently attract a steady flow of visitors to your studio which will showcase what you offer and give you the opportunity to network and build relationships with new potential customers.

Many customers, having gotten to know me through passport photos, end up coming back year after year for other photography services, meaning that number 5 is actually a much more lucrative service and long term marketing strategy.



Here's what you'll learn in my Passport, Visa and ID Photography course:

- 1 How my quick and easy workflow guarantees client satisfaction.
- 2 How to generate compliant digital photo codes with easy to use software.
- 3 How to effectively reach your target audience and position yourself as a trusted local provider of this specialised service.