



5 Systems Every Photographer Needs To Succeed

*Streamline Your Growing
Photography Business
Mini-Course Workbook*

MANALI PHOTOGRAPHY

Table of Contents

01

VISION, GOALS & MINDSET
Narrow your focus, get in the
right mindset & define
success for YOU!

02

STREAMLINE WITH WORKFLOWS
We'll work together to put
together your very first
workflow that you'll use

03

GET OUT OF YOUR INBOX
We'll work together to create email
templates that you can use time &
time again to save time!

04

BATCH SCHEDULING
We'll walk through how to
create a batch schedule that
works for your life & business

05

MAINTENANCE METHOD
My signature method of
making sure that my business
runs on routine & rhythm



Oh Hey There!

If we haven't met before, my name is Manali Sontakke! I'm a wedding photographer & educator based out of Charlottesville, VA! I started my photography business right after college after hustling for years trying to find opportunities to second shoot and to book my very first paying clients. My struggles in those first years of business might feel familiar to you: starting to get confident behind the camera but having no idea what it took to run things behind the biz,

My goal is to help photographers like you implement systems that create a streamlined photography business.

I understand how tough it is running the business & we weren't meant to do it alone. I **ALSO** know it's possible to build the business of your dreams because if I did it, then I know you can too!

I'm excited to teach you **HOW** in this mini-course! Be sure to print this workbook out before we start!



VISION, GOALS & MINDSET

DEFINE SUCCESS & WHAT
YOU WANT

Your Vision

Welcome to the 5 Day Mini-Course! Before we dive into all the tactical & practical business knowledge, I want to encourage you to take a step back and dream for a second. What do you want your life and business to look like? In today's video I'll be walking you through how to set a vision for your business that will guide your day to day work and a couple of mindset tricks & shifts to help you bring your dream to life without all the fear, uncertainty & doubt that sometimes comes with chasing after our bold, beautiful & bright dreams for our life & business. Watch the video below!



Before we start on this challenge, I want you to PAUSE. I want you to take some time to quiet the noise (step away from the apps/Instagram/your inbox) and carve out some space to allow yourself to dream. I'm talking unfiltered, really big beautiful dreams. The keyword being UNFILTERED - don't let your brain filter what you right by what you *currently* think is possible for you or what you *should* do or not do.

Take some time to journal through the prompts on the next page - or break out your very own journal for even more space.

Your Vision

What would the most beautiful version of your business look like? If anything was possible with a magic wave of a wand?

What would the most beautiful version of your life look like? If anything was possible with a magic wave of a wand?

What do you love doing within your business? What do you want MORE of?

What do you love doing in your life? What do you want MORE of?

Zig Zag vs Purpose & Clarity

"Always remember, your focus determines your reality" - GEORGE LUCAS

Mindset hacks to keep your vision top of mind

Your brain loves:

- 1.
- 2.
- 3.

Three exercises to keep your vision top of mind:

- 1.
- 2.
- 3.

Schedule in time every day or a couple of times a week (4-7!) to work on your mindset & remind yourself of your vision for your business. How will you keep it top of mind? (Vision board, reading it, writing it out, listening to your voice memo?)

Check the box once you've scheduled some time in your day! Your brain is usually more receptive to new ideas either first thing in the morning or last thing before you fall asleep.

Here are a couple of MYTHS that we run into as photographers that I want you to start reframing throughout the rest of our time together.

1. Myth #1: I can DIY this
 - Lesson #1: Always start from a template to save time & money
2. Myth #2: More tasks = more money
 - Lesson #2: Less tasks but better = more money & freedom
3. Myth #3: I don't need systems or support
 - Systems & learning from others saves me precious time & brainspace

Let's Break This Down



Alright real talk here, how easy is it to hop onto Instagram and see someone showing off images from a new styled shoot, someone else talking about TON of traffic to their website from Pinterest and hearing another creative talk about how you *have* to have an email list - and then end up feeling like you have to DO. IT. ALL?

This is what happens to me on the 'reg, and chances are if you're anything like me, you immediately start spiraling and thinking that you need to add *all of these tasks* to-do list for TODAY!

This is what happens when we let our outside world dictate what we are working on every day. And it's not their fault, they're talking about what's working for them and THEIR goals!!

But if we're clear on what we're working on, what goals & projects we're pursuing in this season and the exact tasks that go along with it, it's a heck of a lot easier to *STAY IN OUR OWN LANE*.

ACTION STEP: Jot down some long-term goal ideas/vision on this template [Asana board](#) that we'll be using throughout the mini-course. [Here's a video walking you through you how!](#)

Then pick 1-2 big goals you'd like to accomplish this year and write that on the yearly card. Then add in a few action items / projects to your quarterly cards!

CREATING A WORKFLOW

GETTING STARTED WITH YOUR
PORTRAIT & WEDDING
WORKFLOWS

Breaking It Down - Your Wedding Workflow

Welcome to Day Two! I'm excited for you to dive into creating your workflow. Be sure to watch the video first and then get right to it!! Let me know if you have any questions as you go about it!

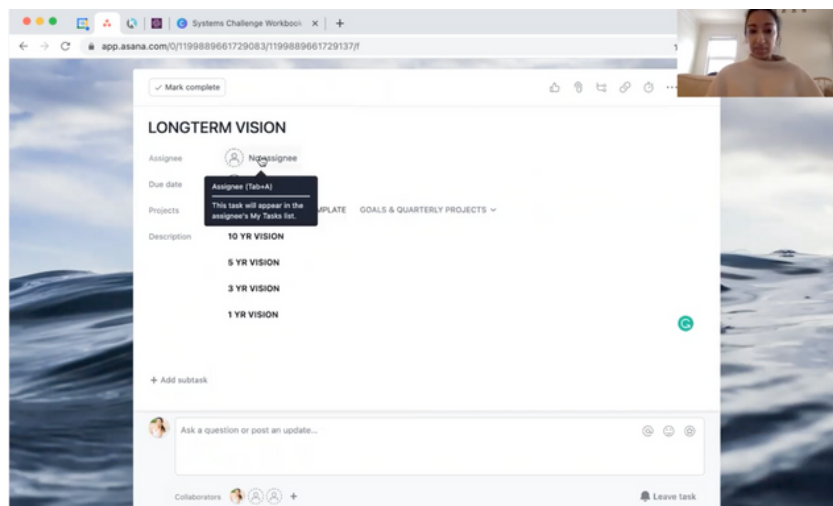
The image shows a digital workspace with a light gray background. At the top, the title "Breaking It Down - Your Wedding Workflow" is displayed in a dark serif font. Below the title, there are four light blue rectangular cards arranged in a 2x2 grid. Each card has a title in a dark serif font and several horizontal lines for writing. The cards are:

- INQUIRING/ONBOARDING**: Located in the top-left position.
- ENGAGEMENT SESSION**: Located in the top-right position.
- PREPPING FOR THE WEDDING**: Located in the bottom-left position.
- WEEK OF WEDDING TASKS**: Located in the bottom-right position.

SYSTEMIZING YOUR WORKFLOW

Now that you have a rough draft and outline of your portrait & wedding workflows, open up your [Business Board Template](#) in Asana.

Here's a little video teaching you how to use your Business Board Template in Asana!



If you'd like to swipe the Workflows that I've built out over the last 5 years as a wedding & portrait photographer, you can grab them in the Resources Shop [HERE](#).

Update the Portrait Workflow card under the Workflows Tab. Hit Tab N to create a new section if you need to! Hit "Enter" to create new subtasks! Hit Tab and > to enter into the Subtask to add any additional information you need!

Update the Wedding Workflow card under the Workflows Tab. Hit Tab N to create a new section if you need to! Hit "Enter" to create new subtasks!

- Check here once you've updated your Portrait Workflow
- Check here once you've updated your Wedding Workflow

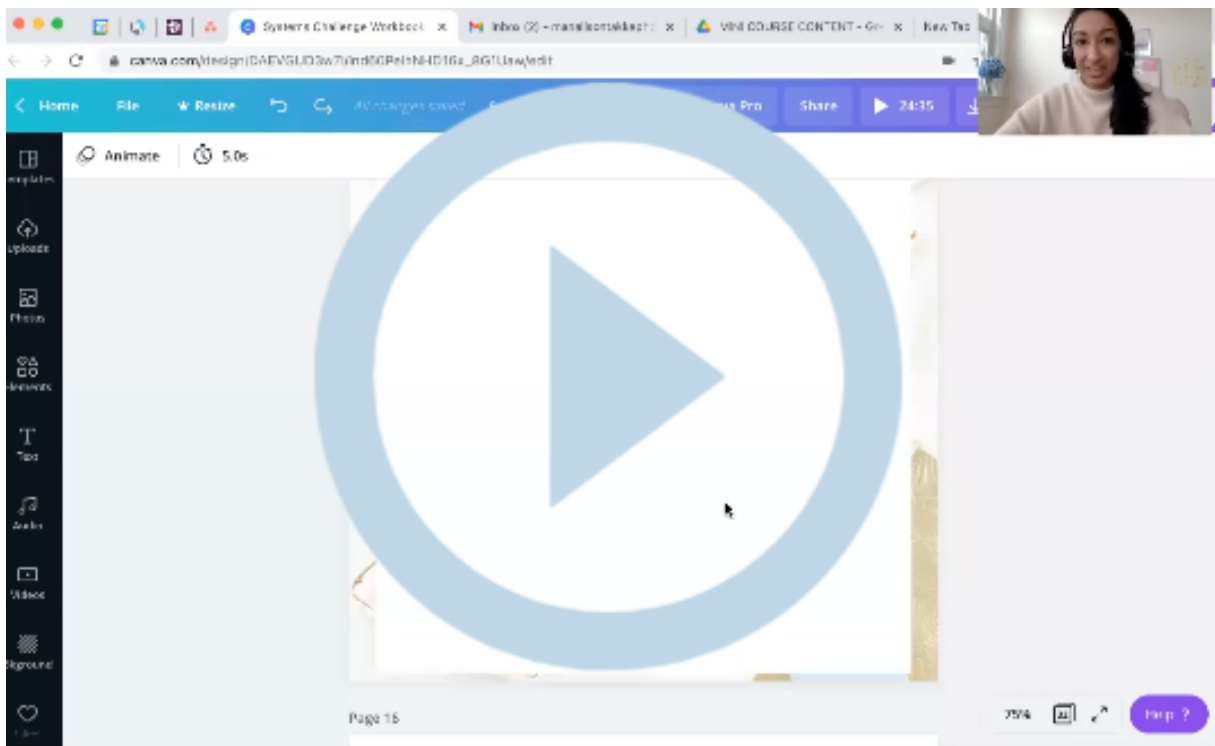
***Hold off on duplicating the cards for each client just yet! We'll add in our email templates on Day 3 and that way when you go to duplicate your workflow, you'll have your email templates already included!

SYSTEMIZING YOUR CLIENT EXPERIENCE

GET YOUR EMAIL TEMPLATES &
QUESTIONNAIRES TO SAVE
YOURSELF TIME

EMAIL TEMPLATES

Let's work together to put your very first email templates in place or update the ones you have and add to the beautiful ones you already have in place! Watch the video below walks you through the steps below!



If you'd love to swipe more of my tried-and-true email templates that I've built over the past 5 years as a wedding photographer, be sure to check them out [HERE](#) in the Resources Shop!

What are 3 reasons to use email templates in your own business?

- 1.
- 2.
- 3.

EMAIL TEMPLATE TIPS!

What are some ways you can personalize your email templates? Brainstorm here!

Include your brand elements in your signature

Include your brand voice in your introduction/signing off

Include space in your templates to add personal connections

Include spaces to include your clients' names

What are 3 psychology-based tips to include in your emails?

Always start your emails & messages with a:

Provide value because of the law of:

Always end your emails with a:

Look up the name of your last wedding client in the search bar of your email provider.

This should pull up all the emails that you sent back and forth

Copy & paste all the emails you've sent into a Google Doc with the "names" of each email above it

Look over each email and see if there's anything you need to ADD/DELETE from the emails to make sure you're communicating & educating your clients well

Add each email template into each subtask on your portrait & wedding workflow card

Optional: Create your own email autoresponder template as well to use for when you go on vacation or just need a break!

Check here once you've added each template into the portrait workflow subtasks

Check here once you've added each template into the wedding workflow subtasks

Check here once you've created cards for all of your active portraits & weddings!

Check here once you've updated your cards for all the steps you've already completed so far & moved the cards under the Clients list!

Optional: If you prefer to have a separate list for your portraits & weddings, be sure to create them!

TADA!!! You now have a beautiful system in place for your business!!

**Looking for a beautiful place to house your client communication! [CLICK HERE TO GRAB 50\\$ OFF your first year of using HoneyBook](#) - the system I've trusted for YEARS!

QUESTIONNAIRES TO BATCH YOUR COMMUNICATION

I personally use the following questionnaires within my business:

- Booked Wedding Questionnaire - [click to swipe mine!](#)
- Wedding Prep Questionnaire to gather all the wedding day details I need
- Testimonial Questionnaire
- Album Design Questionnaire
- Couples Questionnaire
- Senior Portrait Questionnaire
- Event Photography Questionnaire

** Be sure to update your questionnaires every time you photograph a wedding with any information that could have been useful to have asked about & known beforehand if you're in the starting stages of your biz!

If you'd love to swipe more of my trusted client questionnaires that I've built over the past 5 years as a wedding photographer, be sure to check them out [HERE](#) in the [Resources Shop!](#)

BATCH SCHEDULING

TIPS & TRICKS TO WORK
EFFICIENTLY & SAVE YOURSELF
HOURS EVERY WEEK!

The Benefits of Batch Working

Watch the video below to get started on how & why batch scheduling are AMAZING!

What is 1 thing you would do with extra time (15-30 minutes on any day!) during busy season?

What are 3 benefits to batching your work?

- 1.
- 2.
- 3.

Are there any other areas of business you could batch to save time? Write a W, M or Q next to each one for if you think batching them Weekly, Monthly or Quarterly.

What is 1 thing you would do with extra time (15-30 minutes on any day!) during busy season?

What are 3 benefits to batching your work?

- 1.
- 2.
- 3.

Are there any other areas of business you could batch to save time? Write a W, M or Q next to each one for if you think batching them Weekly, Monthly or Quarterly.

Remember: Your systems will grow & change with you as you enter new seasons of life & business - feel free to write what you think would work best for just THIS season!

CREATING YOUR BATCH SCHEDULE

M

Tu

W

Th

F

Sa

Su

Blank scheduling area for Monday

Blank scheduling area for Tuesday

Blank scheduling area for Wednesday

Blank scheduling area for Thursday

Blank scheduling area for Friday

Blank scheduling area for Saturday

Blank scheduling area for Sunday



“Don't ask yourself what the world needs. Ask yourself what makes you come alive, and go do that, because what the world needs is people who have come alive.”

/ HOWARD THURMAN /

THE MAINTENANCE METHOD

CREATING RHYTHMS AND
ROUTINES TO REFLECT, RE-
EVALUATE, PLAN & REFRESH!

THE MAINTENANCE METHOD



"CONSISTENCY IS KEY"

Here are my very best tips & tricks to elevate your client experience and become confident running your business behind the scenes every week, month quarter & year!

WATCH DOWN BELOW!



SET YOURSELF UP FOR SUCCESS (AND COMMIT TO TAKING ACTION!)

SET YOURSELF UP FOR SUCCESS!

Schedule in a time weekly to work on your weekly batched tasks

Schedule a day each month to work on your monthly batched tasks aka your "monthly duty day!" Check here once you've added it to your calendar for the rest of the months this year!

Schedule 1-2 days each quarter to work on your quarterly batched tasks aka your "quarterly refresh" Check here once you've added it to your calendar for the rest of this year!

Note: You can always move these around if something urgent comes up but I urge you to keep them around the same initial date and protect your time!

NOTES

Weekly - I like doing my weekly tasks on Monday! I don't take any appointments and allow myself to work on the business first thing during the week before I do client work to make sure I have a strong foundation and the big important but non-urgent tasks have been done!

Monthly - I like doing my monthly duty day a couple of days before the end of the month to make sure I have everything paid off and planned out before the new month starts!

Quarterly - I like doing this the week before the new quarter starts so I'm ready for a new quarter! I personally choose to take 1 to 2 full days out of the day-to-day of running my business and away from client work so I can get in the mindset of being able to really reflect on the overall big picture without trying to balance day-to-day client tasks at the same time!

DAILY TASKS

CREATE YOUR DAILY ROUTINE



SAMPLE TASKS TO CONSIDER

- Your startup routine
- Your shutdown routine
- When you'll check emails
- Business education
- Batch day tasks

** Don't feel pressured to fill up all the spaces! The magic is in the margin!

WEEKLY TASKS

CREATE YOUR WEEKLY ROUTINE



SAMPLE TASKS TO CONSIDER

Updating finances/receipts

Scheduling out marketing content

Client follow up's & responses to inquiries

Editing & uploading galleries

Working on a business project

Networking with vendors

Shooting new portrait sessions/weddings

Prepping for portrait sessions/weddings

** Don't feel pressured to fill up all the spaces! The magic is in the margin!

MONTHLY

CREATE YOUR MONTHLY ROUTINE



SAMPLE TASKS TO CONSIDER

- Updating your website portfolio
- Finances reconciliation
- Outlining upcoming marketing content
- Reading over client questionnaires
- Paying sales taxes
- Updating scheduling link with availability

** Don't feel pressured to fill up all the spaces! The magic is in the margin!

QUARTERLY CLEAN UP

CREATE YOUR QUARTERLY ROUTINE



SAMPLE TASKS TO CONSIDER

- Updating email templates
- Updating client workflow
- Updating website copy
- Planning out quarterly focuses & goals
- Outlining project dates in project mngmt system
- Planning out loose marketing schedule
- Clean out email inbox
- Clean out your office space
- Pay quarterly estimated taxes
- Plan out networking opportunities/collabs

** Don't feel pressured to fill up all the spaces! The magic is in the margin!

Encouragement Before You Go!



*YOU'VE MADE IT TO THE VERY
END!!! AND AS A LITTLE BONUS...*

Cheers!! You made it through the mini-course, I'm so freakin' proud of ya! I can't wait to continue to cheer you on as your business grows from these foundational pieces you've done the hard work to put into place! Have a question? Feel free to shoot me a DM on Instagram @manalisontakke

**I'D LOVE TO HAVE
YOU IN HE VAULT!**

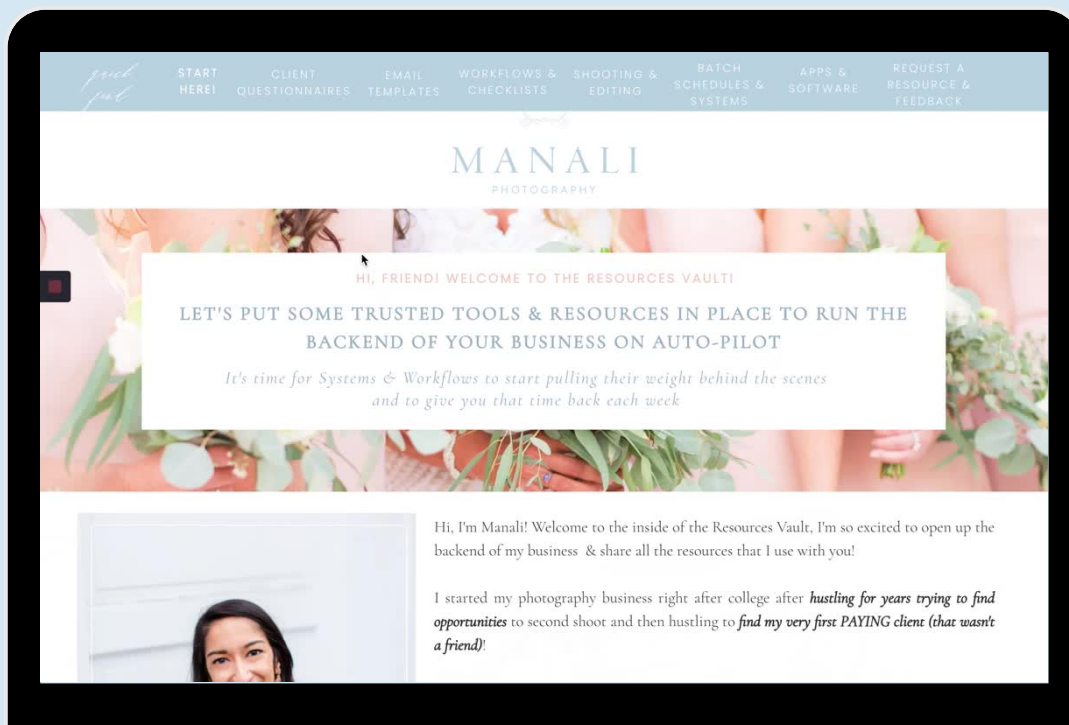


CHEERS TO YOU FRIEND!



I'm SO excited for you to see how doing this hard work pays off to build the life & business of your dreams! I'll be forever cheering you on and if you want to get support & encouragement on your journey, check out the Behind the Business Vault below!

Ready to Become Confident as the CEO Behind Your Business?



GET ALL-ACCESS TO THE SIGNATURE BEHIND THE BUSINESS VAULT

Helping growing photographers become as confident behind their business as CEO as they are behind the camera. The vault is the one-stop shop for copy-and-paste templates, workflows & resources you need to build a thriving wedding photography business without compromising your time or sanity!

<http://education.manaliphotography.com/btb>

[LEARN MORE HERE!](#)

The Magic of the Vault ✨

I'm not kidding when I say (or my vaulters say) that The Vault is pure magic. Inside, you'll find all of my proven systems, templates, strategies, and tactics for success, that will never force you to compromise your time!

"BUT HOW?"

Here's what'll help you get there!



STRATEGIC GUIDES & A SCHEDULE TO GROW YOUR BIZ

A 12-month, step-by-step guide to growing your photography business in an efficient yet not overwhelming way + a system for how & when to tackle #allthetasks



CLIENT QUESTIONNAIRES & WEDDING DAY TIMELINES

Questionnaires & timelines for weddings, senior portraits & events, so you can easily get feedback and plan for your shoots



TRUSTED EMAIL TEMPLATES FOR PORTRAITS & WEDDINGS

Templates for alllll of the emails you need to be sending, so you aren't living inside of your inbox 24/7 and can dedicate your time to doing more of what you love



CLIENT WORKFLOWS & CHECKLISTS

You will never miss a detail with these workflows and checklists in your back pocket, from consults, to client gifts, hard-drive organization, style guides, and more



MARKETING WORKFLOWS & VIDEO DEMOS

An inside look at how I manage the marketing & back-end aspects of my photography biz, including Honeybook, Pinterest, blog topics, & more



SHOOTING & EDITING EFFICIENTLY

All of the tips, tricks, and hacks you need to keep your photography style looking consistent across the board, so you can always WOW your clients!



A FB COMMUNITY WITH LIKE-MINDED PHOTOGS TO ASK QUESTIONS

grow together & learn from live-trainings on specialized topics!



DIRECT ACCESS TO MANALI TO GET PERSONALIZED FEEDBACK

on any resources or strategies within your own business! no question is too small!



NEW RESOURCES ADDED IN QUARTERLY!

you'll be able to request a resources you want added in based off of what your business needs!

[LEARN MORE](#)

✦✦ PLUS I KNOW YOU LOVE A GOOD
BONUS AS MUCH AS I DO! ✦✦

12 weeks of Live Coaching inside the FB Group (\$2k Value)
*We'll walk through implementing each section of the Vault together &
answer questions you have specific to your particular business*

Monthly Trainings, Hot Seats & Group Calls for Feedback
(\$500 Value)

A Personalized Website & Social Media Audit the Day You Join!
(\$99 Value)

The Guest Expert Series Included to start binge-watching the
minute you join - think Netflix but for your biz!
(\$99 Value)

BE SURE TO GRAB THE BONUSES &
GET ACCESS TO THE PAYMENT PLAN
BEFORE THEY'RE GONE ON 3/24!!

[JOIN THE VAULT!](#)