Juniper Lane Photography — Business Plan

Photography business in Kansas City, MO · Startup plan

Executive summary

Juniper Lane Photography is a new photography business in Kansas City, MO offering family, newborn and milestone sessions; headshots and brand photography for local businesses; weddings and events; and prints, albums and digital galleries. The model is clear packages priced from real hours, galleries delivered on a promised date, prints and albums on top, and past clients as the source of the next ones.

Startup budget: $7,867 across 10 items, funded from savings. Target: $6,000 in monthly sales.

Twelve months from now, success looks like this: Twelve sessions a month, a wedding or two a quarter, and half of bookings from past clients

Products and services

Juniper Lane Photography's core service is family, newborn and milestone sessions. Packages state exactly what's included, sessions are booked with a deposit, editing time is blocked on the calendar, and every gallery arrives on the date promised with prints and albums offered.

- Family, newborn and milestone sessions
- Headshots and brand photography for local businesses
- Weddings and events
- Prints, albums and digital galleries

Market analysis

The customers are families who come back every year, local businesses that need headshots and website photos, couples planning a wedding, and the agents, restaurants and makers who need content on a schedule.

- Families who book a session every year and refer their friends
- Local businesses and professionals who need headshots and website photos
- Couples booking a wedding or engagement shoot
- Real-estate agents, restaurants and makers who need regular content

Marketing strategy

Most bookings will come through word of mouth and referrals, with Google and Instagram doing the checking — reviews on the Google Business Profile, a portfolio that shows the style. A website with galleries, packages, starting prices and a booking request form turns a recommendation into a deposit.

- Word of mouth and referrals from past clients — 85% of photographers rely on them in the 2026 State of the Photography Industry survey
- Google Business Profile and Google — “family photographer” or “headshots” plus your city
- Instagram as the portfolio people actually look at
- Partnerships with venues, planners, salons and local businesses
- A website with galleries, packages, starting prices and a booking request form

Operations plan

The photographer shoots, edits and books in year one, protects editing time on the calendar, backs up every card twice, delivers galleries on a schedule, and raises prices as the calendar fills.

- Packages with clear prices and what's included, with a deposit to book
- A booking calendar with editing time blocked after every session
- A consistent editing style and a gallery delivered on a promised date
- Backups in two places from the moment the card comes out of the camera
- Prints and albums offered at every gallery delivery

Startup costs

What it will take to open the doors, funded from savings.

Startup costs

ITEM	AMOUNT
Camera body and lenses (beyond what you own)	$2,035
Flash, light stand, memory cards and a backup drive	$900
Editing computer, storage and backups (beyond what you own)	$1,500
Editing, gallery and client software (first year)	$144
Equipment and liability insurance (first year)	$912
Business registration (LLC or DBA) and EIN	$465
City business license or tax certificate	$74
Website with galleries and Google Business Profile	$0
Logo, business cards and packaging for prints	$450
Working capital (first two months)	$1,387
Total	**$7,867**

Typical range to start a photography business in the US: $1,316–$17,149. Your list is what you decided to spend — replace estimates with real quotes as you get them. Editing, gallery and client software (first year): Your Zarla plan includes a booking request form, invoicing and a client list with your website; editing and gallery software are separate. Website with galleries and Google Business Profile: Your Zarla plan includes the website — a call button at the top, your packages and starting prices, and a booking request form — and walks you through your Google Business Profile; a designer typically charges $2,000 or more to build one — a planning range.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a photography business in the US. Overhead is low; the numbers that decide the year are the price per session, the hours each one really takes, and how many the calendar holds.

Typical monthly operating costs for a photography business: $191–$2,996 a month, before the owner's own pay.

At $6,000 in monthly sales, Juniper Lane Photography would clear $3,004–$5,809 a month before owner pay and tax, and recover the $7,867 startup budget in roughly 2–3 months.

Typical monthly operating costs

COST	TYPICAL RANGE
Editing, gallery and client software (included with Zarla)	$12–$73
Insurance	$29–$123
Gear maintenance, cards and replacements	$50–$300
Marketing and portfolio sessions	$50–$400
Travel to sessions and venues	$50–$300
Prints, albums and packaging (cost of goods)	$0–$1,000
Studio rental (if used)	$0–$800

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every photography business plan should say out loud what can go wrong. For Juniper Lane Photography, the real risks are:

- Income is seasonal and lumpy — weddings and fall family sessions cluster, winter is quiet
- Underpricing is the classic mistake: nearly half of photographers admit to it in the 2026 industry survey, and a cheap session with four hours of editing pays less than a wage
- Gear fails and cards corrupt; two backups from the moment of capture are non-negotiable
- Everyone with a camera is a competitor, and the occupation is projected to decline; the brand, the style and the client experience are the difference
- Editing backlog eats the time you need to book the next month

Licenses, permits and insurance

What Juniper Lane Photography needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- Business registration and EIN — In the US, form an LLC or file a DBA with your state ($40 in Kentucky, $300 in Texas, $70 plus a $20 statement of information in California, where every LLC owes $800 a year) and get the free EIN from the IRS.
- No state photography license — a city license where your city wants one — In the US no state license for photographers appears on the Texas, California or New York licensing lists we read; Los Angeles registers a business free and Seattle charges $73 a year under $20,000 of city revenue. Check your state's list and your city.
- Sales tax permit — In Texas and Washington the whole charge is taxable, including sitting fees and digital files; in California, Florida and New York prints and physical media are taxable, and in California and New York electronic-only delivery generally isn't. Register before the first invoice and confirm your line items with your accountant.
- Insurance — In the US it isn't required by law for a solo photographer; wedding venues ask for a general liability certificate (Insureon's median is $29 a month) and equipment cover ($43) replaces the gear that is the business.
- FAA Part 107 remote pilot certificate — In the US any paid drone photography needs the certificate: registration is $5 per drone for three years and the recurrent training every 24 calendar months is free (FAA).
- Copyright and model releases — In the US the copyright in a photo is the photographer's the moment it's taken, unless it's work made for hire; registering a group of photographs is $55 (Copyright Office). Get a signed release before any commercial use of a person's likeness, including your own marketing (ASMP).

Milestones: the next 30 days

The first month's to-do list for Juniper Lane Photography, in order:

- Pick the one or two genres you'll be known for and build a portfolio of ten strong sessions
- Register the business, get an EIN, a sales tax permit and a business bank account — and read your state's rule on what's taxable
- Get equipment and liability insurance and settle the terms every client signs, including the release
- Price your packages from real hours — shooting plus editing — and the dated wedding and session figures
- Set up a free Google Business Profile and put a website with galleries and a booking request form live
- Offer three portfolio sessions to well-connected clients in exchange for reviews and referrals
- Set up two backups and a gallery-delivery routine before the first paid session
- Ask every client for a Google review when the gallery lands

Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection that shows the seasonal shape
- Proof of insurance and business registration
- Booked sessions and signed bookings for the months ahead
- Quotes for gear or studio costs if you're borrowing for them
- Your credit report and anything you can offer as collateral

Sample plan for a fictional business, written by Zarla's free business plan generator. Every figure is a typical US range or calculated from the sample's own numbers — nothing is a market projection. Make it yours in five questions: zarla.com/business-plan-generator?industry=photography