

Creator Starter Guide

Build one clear offer. Make one useful sample. Start real conversations.

A practical eight-page guide for photographers, videographers and content creators. Use the exercises in order. The goal is a repeatable starting process, not a promise of clients or income.

START HERE / FREE EDITION

Original PDF workbook. No course portal or video access is included.

Choose a problem you can show

Start with a buyer and a moment

Pick one buyer who already has a reason to communicate: a restaurant launching a menu, a fitness coach enrolling a class, a realtor preparing a listing, or a local brand introducing a product. Choose a communication problem you can observe, rather than promising business results you cannot control.

A useful first offer

Example: a two-hour restaurant content session producing three short vertical videos and ten edited photos of four agreed dishes. State one location, delivery date, one revision round and what is excluded. This is an illustrative scope, not a recommended universal price.

Your one-sentence draft

I help [BUYER] communicate [SPECIFIC OFFER] with [DELIVERABLES], captured in [TIME] and delivered by [DATE]. Replace every bracket with facts you can fulfill. If you cannot describe the finished files, narrow the offer.

Do this today

List three buyers you understand. For each, name one visible problem, one useful asset and one reason they might need it now. Choose the buyer whose work you can produce and explain most confidently.

Make proof before a pitch

Build a small, honest sample

Create one realistic example using your own work, a permitted location and an agreed subject. Ask permission before filming a business, customers or private property. Label self-initiated work as a sample concept; do not present it as a paid campaign or a client result.

Make the sample easy to judge

Show a finished 15-30-second vertical video or a tightly edited set of six photos. Explain the intended audience, the message and where the business could use it. Good proof is relevant and understandable; a long reel of unrelated footage makes the buyer do the work.

A three-part project note

1. Brief: who the asset serves and what it should communicate. 2. Execution: the scenes, framing and edit choices. 3. Delivery: the final format and intended placement. Include measured outcomes only when you have permission and reliable evidence.

Your proof checklist

Write the sample title, ownership/permission status, final format and intended use. Ask one trusted viewer what the asset communicates in five seconds. Revise the message before adding effects.

Price the work you actually do

Count the whole job

Estimate planning, travel, setup, capture, editing, review, export, delivery and administration. Add known outside costs such as studio hire, an assistant or licensed music. Capture time alone is not a useful measure of effort.

Use a planning calculation

A starting estimate is total labor hours multiplied by your chosen labor allowance, plus direct project costs, plus room for overhead and uncertainty. This is a planning tool, not a guarantee of margin. Check the estimate against what buyers value and against comparable scope.

Protect the boundary

Write the number of finished assets, maximum length, locations, revisions and delivery date. Define what counts as an extra request. If the buyer needs a lower budget, reduce scope visibly instead of quietly keeping the same workload.

Worksheet

Estimated total hours: ____ Outside costs: ____ Proposed fee: ____ Included revision round: ____ Extra work approval process: ____.

After the job, compare the estimate with actual hours before offering the same package again.

Send a useful first message

Before you contact anyone

Identify a relevant decision-maker and check the business publicly. Personalize one observation that you can verify. Use a suitable business contact channel. Do not scrape private details, invent familiarity or imply a previous relationship.

Adapt this introduction

Hi [NAME], I noticed [SPECIFIC OBSERVATION] at [BUSINESS]. I create [RELEVANT ASSET] for [BUYER TYPE]. One idea for [CURRENT OFFER] is [SIMPLE CONCEPT]. If that is useful, I can send a short sample and a clear scope. Would you like me to send it? - [YOUR NAME]

One respectful follow-up

Hi [NAME], following up once on the [CONCEPT] idea. Here is the short version: [ONE-SENTENCE VALUE]. If this is not a priority, no problem; I will close the loop. If it is, what timing would be useful?

Track the conversation

Record the business, public source, contact date, actual reply and agreed next step. A reply is not a booking. A booked meeting is not a sale. Stop when someone declines or asks not to be contacted; do not manufacture urgency.

Run a focused discovery call

Open with a clear agenda

Thanks for making time. I would like to understand what you are promoting, where the content will be used and what a useful finished project looks like. Then we can decide whether my scope fits. Is there anything else you want to cover?

Ask five useful questions

What are you promoting and to whom? Where will the files be used? What must be shown or said accurately? Who approves the work and when? What budget and deadline should shape the scope? Listen before explaining equipment or offering a package.

End with a decision

Summarize the buyer, message, deliverables, deadline and unresolved details. Explain the next step: a written scope, a revised option or an honest referral. Do not promise outcomes such as sales, views or search rankings.

After the call

Send a short recap. Identify assumptions and outstanding approvals. Only confirm production after the scope, access, payment arrangements and relevant permissions are settled. Keep one written version of the approved brief.

Deliver a calm production day

Before capture

Confirm address, access, parking, subject availability, schedule, shot list, product readiness and the approval contact. Charge batteries, clear cards and test audio. Have a practical fallback for weather, noise or a delayed subject.

On location

Start with the essential scene before experimenting. Capture wide, medium and detail coverage. Check focus, exposure and audio during the shoot. Ask the client to verify product names, prices, claims and any required wording; do not guess.

After capture

Back up files to two locations before formatting a card. Organize selects, working files and exports separately. Export the agreed dimensions and file types. Review each final file at full size, with sound, before sending a gallery or download link.

Delivery message

Hi [NAME], your [ASSETS] are ready at [DELIVERY LINK]. The folder contains [FORMAT LIST]. Please send one consolidated set of notes by [DATE], covering the included revision round. Thank you for trusting me with [PROJECT].

Your first seven days

Days 1-2: define and make

Day 1: choose one buyer and write a bounded offer. Day 2: make or improve one honest sample. Confirm you have permission to use it and describe exactly what the buyer receives.

Days 3-4: research and contact

Day 3: identify ten relevant businesses from public sources and write a specific idea for each. Day 4: send a small number of carefully personalized messages. Quality and permission matter more than volume.

Days 5-6: listen and refine

Day 5: answer replies and offer a focused call when appropriate. Day 6: review objections and improve the scope or explanation. Follow up only where appropriate; do not repeatedly contact someone who has declined.

Day 7: review the evidence

Count samples completed, relevant messages, replies, calls and approved scopes separately. Record actual time spent. Choose one change for next week. Progress may be a clearer offer or better proof, even when a booking has not happened yet.

Keep going

The next useful step is a consistent process: relevant proof, clear scope, honest conversations and reliable delivery. This guide is a written resource; it includes no video course, private community or promise of earnings.
