



# How To Start A Photo Booth Business

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Plan your business from top to bottom before the first picture is taken by asking yourself some really important questions to get you started:

- **What will you name your business?**
- **Who is your target market?**
- **How much can you charge customers?**
- **What are the startup and ongoing costs?**

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# 1



## Set Your Goals

There's a reason why you're even reading this! Have a goal or a few and work out how you might get there. Are you looking to supplement your income or make this your full time job? What income will it take to get to that point?

## Define your brand

# 2

What makes your brand unique and stand out from your competitors. Focus on what you can bring to the table, what problems you can solve for your customers and build the brand around your strengths.



# Create your business plan

# 3

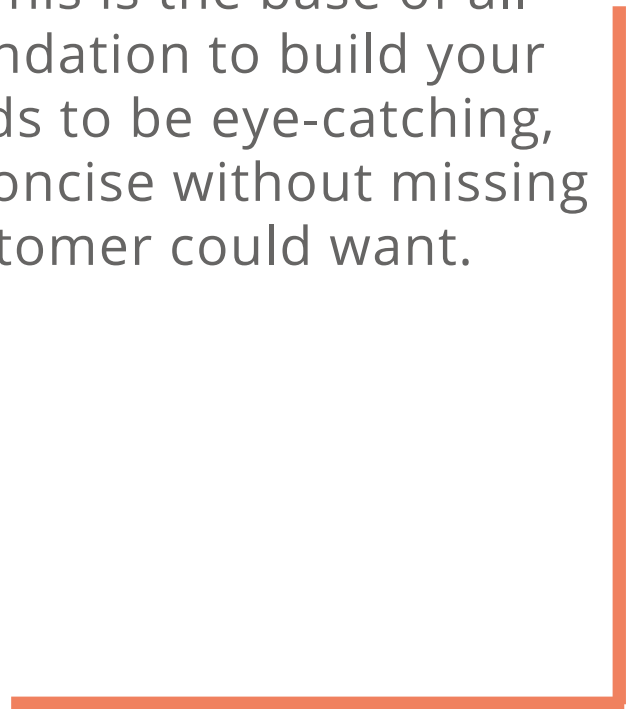
Your business plan will guide you through each stage of starting and managing your photobooth business. Consider what your marketing and growth plan is, who your customers are, how you can reach them and what ongoing costs you'll have.



## Create your business website

# 4

Arguably the most important part of your brand excluding the end product and service you provide. This is the base of all your success, the foundation to build your nest-egg from. It needs to be eye-catching, engaging, clear and concise without missing any vital details a customer could want.



# 5 Set up your online booking system



People seek convenience when it comes to booking and they don't want to have to spend time arranging their booking over the phone. Therefore, it pays to invest in an online booking system that enables them to book from any place and at any time. This ensures that your business becomes more accessible and easier to use.

## Get business insurance

Don't try and wing it. Yes it is another outgoing at a time where you need a lot of income but it will come back to bite you when you least expect it if you don't sort out your insurance now.

# 6



# 7 Obtain necessary permits and licenses

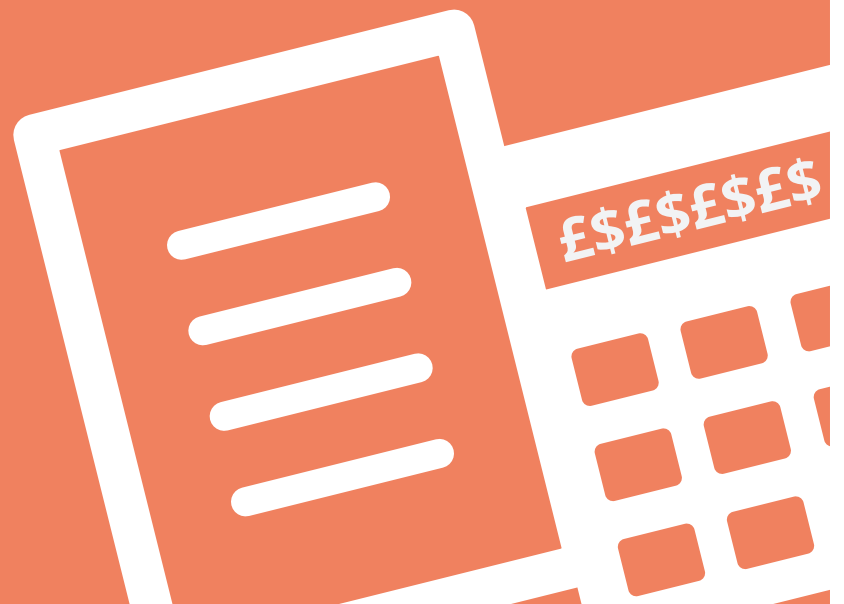
Depending on where you are for each booking, there may be different rules per premises. If you can cover yourself with all the industry standard regulations beforehand, they will be a breeze. Examples of this are Public Liability Insurance, PAT (electric testing) and Risk Assessments.



# Set up business accounting

# 8

Think about how clients will pay you, how you'll track invoices and balance everything. Do you need to set up an online payment gateway in order to take your bookings online? Do you need a card machine? Do you need an accountant?



# 9 Register for taxes

Get this right. It is very important to your bottom line. Being on the wrong tax-code can be a disaster for a start-up business.





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An orange L-shaped graphic element consisting of a vertical line on the right and a horizontal line at the bottom, framing the text.