



PhotoCoach
INTERNATIONAL INC
photocoach.com

Are you taking a regular salary ?

Your work as a professional photographer deserves more than just a minimum wage. You CAN aim for financial security and independence. PhotoCoach suggests a way to calculate a regular salary, to provide your family with a good quality of life.

The hourly rate you pay yourself must take into account your financial obligations as well as your aspirations. Your salary must correspond to your expectations, providing you with the means to pursue your development.

Set a goal: You must take the salary you absolutely need to make ends meet but set another goal salary, one that you aim for. Your family budget is the starting point to determine your basic needs; then the business budget comes into play. You have to merge these two priorities to create a salary base that will cover your expenses. Your accountant or a business coach, are in a position to help you here.

For your business budget, you must consider everyone's salary, including yours plus the extra charges and social benefits which a company must pay. Again, your accountant is best suited to give you the exact numbers. With those numbers, you can determine the % taken up by the salaries when compared to your gross sales.

$(\text{Gross salaries} \times 100) / \text{Total sales} = \% \text{ of Total Sales.}$

The PhotoCoach System, suggests that you keep your salaries in an average of 35 to 40% of total sales. This can vary slightly due to your gross profit margin (PhotoCoach suggests a gross profit margin around 80%)

To draw a good salary is a priority, it is indispensable and it is the honest thing to do. You should have the means to do it!

PhotoCoach offers help in developing marketing strategies that will give you a great advantage in your profession.