



# *8 WAYS TO MAKE MONEY AS A FOOD PHOTOGRAPHER*

# HEY THERE, *Foodtographer!*

## IF YOU'RE READING THIS, THAT MEANS YOU...

- A.** want to kickstart your food photography career;
- B.** are trying to monetize your existing skills and aren't sure where to start;
- C.** have no idea how you got this download in your inbox; or
- D.** all of the above (ok well minus c, I guess).

Whatever your reasoning, I'm so glad you're here, because just by downloading this PDF you're showing how invested you are in taking your food photography to the next level. And good news for you: I've got 8 ways for you to do so on the following pages!

Now before we go further, a few things to note. For one, with each of these ways to make money we have four suggested price ranges for what you should charge based on your skill level. It's up to you to determine your skill level, but in general, a food enthusiast is someone who's been photographing for less than a year, a food blogger is someone who has been photographing for 1-2 years, a pre-professional has made food photography into their full-time career, and a professional is someone who works with national clients, has been photographing for many years, and can basically go into any photography situation and create bomb-ass photos.

When I started out in my food photography career, I photographed a lot for restaurants because I loved photographing beautiful food in a gorgeous environment. As I moved forward in my career, I did a lot of photographing for other bloggers, creating content for brands, and re-photographing existing content for

brands. Doing all of these things at different points in my career made me that much more of a well-rounded and adaptable photographer. So if you're looking to expand your food photography career, try out a few of these ways to make money. And not only will it be a great way to expand your skill set, but you might just find you like something you never thought you would!

Last, know that these price ranges are just a suggestion, so if you feel like you should be charging more or less, go with your gut. Now go out and get that business!

*Love & Brownies,*

*Sarah*



# 01. — 8 WAYS TO MAKE MONEY



## *Create content for brands*

### WHAT IT ENTAILS

Creating content for brands means coming up with a recipe, photographing it, and selling it to the brand! With this option, you don't need to promote your photo on social media; think of yourself as a one person creative agency who comes up with a concept, executes it, and delivers it to the client.

### WHAT IT PAYS

**FOOD ENTHUSIAST:** \$0-50

**FOOD BLOGGER:** \$100-300

**PRE-PROFESSIONAL:** \$300-1,000

**PROFESSIONAL:** \$1,000-5,000

## 02. — 8 WAYS TO MAKE MONEY



### *Re-photograph existing content for brands*

#### WHAT IT ENTAILS

Unlike creating content for brands, this option means pitching yourself to photograph pre-existing content for brands. This is a great option for brands who have an arsenal of recipes on their website, but need their photography updated. Because you aren't spending time developing these recipes (only photographing them and delivering 3-5 photos total), the rate is lower. But there is also less time involved!

#### WHAT IT PAYS

**FOOD ENTHUSIAST:** \$0-50/SHOOT

**FOOD BLOGGER:** \$50-200/SHOOT

**PRE-PROFESSIONAL:** \$200-350/SHOOT

**PROFESSIONAL:** \$350-1,000/SHOOT

# 03.

## 8 WAYS TO MAKE MONEY



### *Re-photograph content for bloggers*

#### WHAT IT ENTAILS

A lot of big bloggers have found that they need better photos to keep up with the trends, but don't have the time or energy to make that happen. That's where you come in! I love pitching myself to photograph both new content (no recipe creation, 5-7 photos total), and to update old content for them. I also give them a 20% discount when they book me for more than 4 shoots a month.

#### WHAT IT PAYS

**FOOD ENTHUSIAST:** \$0-100/SHOOT

**FOOD BLOGGER:** \$100-200/SHOOT

**PRE-PROFESSIONAL:** \$200-350/SHOOT

**PROFESSIONAL:** \$350-500/SHOOT

# 04.

## 8 WAYS TO MAKE MONEY



### *Photograph for restaurants*

#### WHAT IT ENTAILS

Shooting at restaurants is my FAVORITE! Photographing for a restaurant is a great way to build up your portfolio, hone in on your composition skills, and connect with your community. It's also a pretty great way to make money as a food photographer.

#### WHAT IT PAYS

**FOOD ENTHUSIAST:** \$0-150/DAY

**FOOD BLOGGER:** \$100-500/DAY

**PRE-PROFESSIONAL:** \$250-1,000/DAY

**PROFESSIONAL:** \$500-1,500/DAY

# 05.

## 8 WAYS TO MAKE MONEY



*Sell your existing photos through stock agencies*

### WHAT IT ENTAILS

Hello, passive income! I love this way of making money, because you basically put your photos up on a stock website and let the cash flow in. You can manage individual bids for photos, and even put your photos on multiple sites. Our favorites? Stocksy, Getty Images, and Shutterstock.

### WHAT IT PAYS

**FOOD ENTHUSIAST:** \$5-10/PHOTO

**FOOD BLOGGER:** \$10-50/PHOTO

**PRE-PROFESSIONAL:** \$50-100/PHOTO

**PROFESSIONAL:** \$100-500/PHOTO



## *Do 1:1 coaching with greener photographers*

### WHAT IT ENTAILS

If teaching is your forte, then 1:1 coaching is your holy grail. With this option, you pitch yourself as a consultant to consult on their content, offer advice, and help with their business strategy. This is definitely more geared to advanced food photographers, as you want to make sure if you're coaching people you feel comfortable enough in your own business to offer advice.

### WHAT IT PAYS

**FOOD ENTHUSIAST:** N/A

**FOOD BLOGGER:** \$20-50/HR

**PRE-PROFESSIONAL:** \$50-100/HR

**PROFESSIONAL:** \$100-400/HR



# 07. — 8 WAYS TO MAKE MONEY



## *Photograph for magazines*

### WHAT IT ENTAILS

Photographing for magazines is a phenomenal way to make yourself known in your local community (yasss potential new jobs!) and make money while you do so. You can either partner with local magazines to shoot content for them (like for a story on the newest dumpling shop downtown) or pitch magazines rights to existing content (like giving them rights to publish a photo you've taken already in conjunction with a story they're working on).

### WHAT IT PAYS

**FOOD ENTHUSIAST:** \$0-50/PHOTO/STORY

**FOOD BLOGGER:** \$50-100/PHOTO/STORY

**PRE-PROFESSIONAL:** \$100-250/PHOTO/STORY

**PROFESSIONAL:** \$250-500/PHOTO/STORY



## *Create downloadable How-To guides*

### WHAT IT ENTAILS

What better way to make money as a photographer than to take all the information inside your head and translate it into a teachable how-to guide? We do this for Foodtography School (durr, you're reading one!). It's a great way to give people valuable information at a low price point for them and a huge potential gain for you.

### WHAT IT PAYS

**FOOD ENTHUSIAST:** FREE TO BUILD UP EMAIL LIST

**FOOD BLOGGER:** \$5-10/DOWNLOAD

**PRE-PROFESSIONAL:** \$10-25/DOWNLOAD

**PROFESSIONAL:** \$25-75/DOWNLOAD



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