

Photo Booth Business — Workbook

This workbook turns the course into a launch kit for your photo-booth rental business. Work through one section per module to choose equipment, design templates, price packages for profit, and build the systems that run flawless events and fill your calendar. By the end you will have a costed package menu, a contract checklist, an event-day kit list, and a marketing plan ready to use on your first paid booking.

Choosing Your Booth, Camera, and Printer

Decide on a booth format and assemble a costed equipment kit that matches your target events and budget.

Exercise: Match a Booth Format to Your First 90 Days

Picture the realistic events you can book in your first three months, then choose the booth format that wins them. Write your reasoning so you buy for demand, not dreams.

- Which three events are most likely to hire you in your first 90 days, and what type of venue is each at?

- For each event, would an open-air, enclosed, or mirror booth serve it best, and why?

- Which single format covers the most of your likely bookings, and what is your budget for it?

- What premium format would you add later once your calendar is full?

Worksheet: Starter Equipment Build Sheet

List the specific gear you plan to buy with model names and prices, then total your startup investment. Leave the total cells blank and fill them in once your prices are entered.

Booth format chosen

Camera body (model)

Camera body price

Lens (model and focal length)

Lens price

Capture software (name)

Software cost

Lighting (ring light or softbox, model)

Lighting price

Printer (model)

Printer price

Media kit (yield and price)

Tablet or touchscreen price

Stand, backdrop, and hardware price

Total startup equipment cost

Checklist: Image-Quality and Reliability Checklist

- Camera set to manual with locked aperture, shutter, and ISO tested against the backdrop
- Lens wide enough to fit a group of 6 to 8 at booth distance
- Lighting tested in a bright room and a dim room for consistent skin tones
- Printer is dye-sublimation and prints a 2x6 strip in under 15 seconds
- Spare camera battery, dummy battery, and a second memory card packed
- All stands taped down or sandbagged against bumps
- Full capture-to-print loop tested end to end before any guest

Print Templates, Branding, and Digital Sharing

Design reusable print templates, set up instant digital sharing, and curate a backdrop and prop set that earns shares.

Exercise: Design Your Reusable Template Library

Plan a small library of base templates you will reuse and recolor for each booking. Sketch or describe each layout and where your own brand sits.

- Which three to five base layouts will you build, for example wedding strip, corporate postcard, birthday strip?
- For your main strip template, what goes in each photo slot and what text sits in the footer?
- Where will your own business name and handle appear so it credits you without overpowering the client's branding?
- What is your proof-approval step and how many days before the event will you send it?

Worksheet: Digital Sharing and Backdrop Plan

Define how guests will receive and share their photos and which backdrops and props you will carry. Fill each field with your actual choices.

Sharing app or platform (name)

Sharing methods enabled (text, email, QR, gallery)

Hotspot device and data plan for live sharing

Watermark or overlay text for digital shares

Backdrop option 1 (type and color)

Backdrop option 2 (type and color)

Premium upsell backdrop (type and price)

Prop set theme and approximate item count

Corporate email opt-in capture enabled (yes or no)

Checklist: Template and Sharing Readiness Checklist

- Templates exported at 300 DPI in the printer's exact pixel size
- All text and logos kept at least 0.125 inch inside the trim edge
- Proof JPG sent to client and written approval received
- Text and email sharing tested on the dedicated hotspot, not venue Wi-Fi
- GIF and boomerang capture enabled and watermarked with your handle
- Branded online gallery set to stay live for at least one week
- Props curated to 15 to 25 quality items with face-contact pieces sanitized

Pricing, Packages, and Booking Operations

Cost a booth honestly, build profitable good-better-best packages, and lock in a contract, deposit, and insurance system.

Exercise: Build Your Good-Better-Best Package Menu

Design three named tiers and the add-ons that lift your average booking value. Make the middle tier the obvious choice.

- What hours and inclusions define your Essential, Signature, and Premium tiers?

- Which add-ons will you offer, such as scrapbook, extra hours, or premium backdrop, and at what price?

- What is your minimum booking length and your idle-hour rate?

- What travel fee applies beyond your base radius, and what is that radius?

Worksheet: Per-Event Cost and Margin Worksheet

Enter your costs for a sample booking, then leave the calculated cells blank and fill in your own totals and margin so the numbers stay yours.

Package price quoted

Attendant hours and hourly rate

Attendant labor cost

Expected prints and cost per strip

Print media cost

Travel and mileage cost

Software and sharing cost per event

Insurance and overhead share per event

Total direct cost (you calculate)

Gross profit (you calculate)

Gross margin percent (you calculate)

Checklist: Booking, Contract, and Insurance Checklist

- Contract states date, venue, exact times, and idle hours
- Non-refundable retainer of 25 to 50 percent collected before the date is confirmed
- Balance due date set for one to two weeks before the event
- Cancellation and rescheduling policy written and signed
- Power, space, and access requirements listed for the venue
- General liability insurance in force, commonly one to two million dollars
- Certificate of insurance ready to send and venue added as additionally insured if required

Event-Day Execution and Getting Booked

Run a repeatable event-day system, then build the marketing and referral engine that keeps the calendar full.

Exercise: Map Your Lead Sources and Referral Engine

Identify where your bookings will actually come from and how you will turn each finished event into the next one.

- Which local venues and planners will you approach first, and what will you offer them?

- Which listing and social channels will you set up: Google Business Profile, The Knot, WeddingWire, Instagram?

- What exact follow-up will you send in the 48 hours after every event to request a review?

- What referral reward will you offer a client who sends you a booking?

Worksheet: Event-Day Run Sheet

Capture the timing and venue logistics for a real booking so nothing is improvised on site. Fill each field from your confirmation call.

Event date and contracted booth hours

Venue load-in door and parking notes

Arrival time (60 to 90 minutes before open)

Power outlet location and extension cord needed

Booth footprint available (e.g., 10 by 10 feet)

Stairs, elevator, or long load-in path (cart needed?)

On-site contact name and phone

Backdrop and prop set for this event

Idle hours and when the booth pauses

Checklist: Post-Event Follow-Up Checklist

- Online gallery delivered within 24 to 48 hours with a thank-you message
- Review requested with a one-click link to Google, The Knot, or WeddingWire
- Client and guests encouraged to tag your handle in their posts
- Referral reward offer sent to the client
- Testimonial and image-use permission collected
- Corporate clients flagged for outreach before their next annual event
- Booking, conversion, and average value numbers logged for this event

Your Action Plan

1. Choose your booth format and assemble a costed starter kit of camera, lens, capture software, lighting, and a dye-sublimation printer.
2. Run the full capture-to-print loop at home until it is reliable, then lock your manual camera settings against a test backdrop.
3. Build three to five reusable print templates exported at 300 DPI and set up text, email, and QR sharing on a dedicated hotspot.
4. Curate two or three backdrops and a tight prop set, and write a short attendant script for inviting guests and keeping the line moving.
5. Cost a sample event in the margin worksheet and confirm you clear a 60 percent or higher gross margin before setting prices.
6. Publish a one-page good-better-best package menu with clear add-ons such as a scrapbook, extra hours, and premium backdrops.
7. Set up contract and deposit software, write your cancellation policy, and buy general liability insurance.
8. Create a Google Business Profile and listings on The Knot and WeddingWire, and start an Instagram feed of real event photos.
9. Introduce yourself to three local venues and planners, leave sample strips, and offer a referral incentive.
10. After every booking, deliver the gallery within 48 hours, request a review with a direct link, and log your conversion and revenue numbers.

