

Photography Earnings Worksheet

Track collected income, business costs and the return on your time.

Choose your own local currency and use it consistently across all three periods.

Currency:

INCOME & BUSINESS MEASURE	MONTHLY	QUARTERLY	ANNUAL
Client services			
Retainers			
Licensing			
Stock			
Prints			
Digital products			
Education			
Content			
Total collected revenue			
Direct costs			
Operating overhead			
Estimated business profit			
Hours worked			
Effective hourly return			

FORMULA 01 • ESTIMATED BUSINESS PROFIT

Estimated business profit = collected revenue – direct costs – operating overhead

FORMULA 02 • EFFECTIVE HOURLY RETURN

Effective hourly return = estimated business profit ÷ total business hours