



Should I outsource my photo editing?

Outsourcing of photo editing is a really good option for a lot of photographers. However, rather than basing this decision entirely on how we feel (which can have a lot of bias one way or the other), it may be helpful to bring in some objective criteria upon which we can base our decision.

Price of this photo shoot = \$ _____ (PRICE)

Time taken to do the entire shoot (note all times in hours):

Travel time from office to the location of the shoot and back again. = _____ hours

Time spent at the property = _____ hours

Editing time = _____ hours (EDITING TIME)

TOTAL TIME = _____ hours (TOTAL TIME)

Therefore my hourly rate is

\$ _____ (PRICE) divided by _____ hours (TOTAL TIME)

= \$ _____ (HOURLY RATE).

(Note: Is your hourly rate high enough? If this hourly rate is less than \$40 then you may have some issues with profitability. That would suggest that you either need to raise your prices, or lower the shooting / editing time so that you are not spending so long working on a single photo shoot.)

Therefore the fee that it costs for me to do the photo editing myself is

_____ hours (EDITING TIME) x \$ _____ (HOURLY RATE)

= \$ _____ (SELF EDIT) .



Editing fees:

Cost to outsource photo editing (a per photo fee) = \$ _____ (PHOTO EDIT FEE)

Number of photos to be edited = _____ (NO. OF PHOTOS)

Therefore total cost to outsource editing is

\$ _____ (PHOTO EDIT FEE) x _____ (NO. OF PHOTOS)

= \$ _____ (OUTSOURCE FEE)

My cost to do photo editing = \$ _____ (SELF EDIT)

Time saved that I don't have to spend editing = _____ hours (EDITING TIME)

Should I outsource my photo editing:

\$ _____ (OUTSOURCE FEE) divided by \$ _____ (PRICE) = _____ (P1)

_____ (P1) x 100 = _____ %

Is this percentage lower than 20%?

YES / NO

(Note: You may choose a percentage fee that is higher or lower than 20%, but I chose that percentage value because if you start spending more than 20% on photo editing then that will start to eat too much into your profit margin for your photo shoot. If you do need to outsource your photo editing but you have a percentage value that is higher than 20% then you may want to look for an alternative photo outsourcing supplier that has lower fees, or you could increase the price you charge for your photo shoot to provide that extra room in your margins.)



My fee to do photo editing = \$ _____ (SELF EDIT)

Total cost to outsource editing = \$ _____ (OUTSOURCE FEE)

Is my fee to self-edit my photos higher than the outsource editing fee? YES / NO

(Note: If the answer for you is 'No' because it is cheaper for you to edit the images than outsource them then that may suggest that you are spending far too long editing your images, and you need to refine your editing or seek some training in order to lower this time. Or, it may suggest that your photography fee is too low, and that a substantial price rise is necessary.)

Would I prefer to spend time with my family or doing something I enjoy rather than spend that time editing these photos: YES / NO

(Note: Spending time away from work is important – really important. However, it's also important that you can meet your financial goals for yourself or your family, so it's a matter of deciding for yourself whether the dollar amount you would save by doing the photo editing yourself is worth more to you than spending time away from work-related issues doing things you enjoy. If the decision is a tight one, think about what you would say in five or ten years time when you look back on these days – will you be glad you spent that time editing, or do you think you would have wished you had spent the time doing the important 'life' stuff?)

“I answered ‘Yes’ to _____ out of the three questions above.”

If you answered ‘Yes’ to just one of these questions then you need to decide for yourself whether the cost to outsource the editing is beneficial to you or not, but it may not be a good option. You will need to factor in the time, and the cost, making sure that you are not spending so much on photo editing that you are no longer profitable.

If you answered ‘Yes’ to two of these questions then outsourcing is perhaps an ideal option for you, and maybe with a little tweaking of either your photography pricing or the amount you spend on outsourcing the editing, then it may help you considerably.

If you answered ‘Yes’ to all three questions, then outsourcing of your photo editing would seem to be a very good option.