



photographers aren't busy enough to feel like they can regularly update their blog, so they choose to just have a website. In Chapter Four, we share loads of ideas and advice on how to get your website and/or blog up and running.

☐ SET UP SOCIAL MEDIA SITES

Social media is one of today's best word of mouth marketing tools. From Facebook, to Twitter, to Instagram, to Pinterest, to whatever comes next. There isn't anything that can get you in front of more people as fast as social media. The best part is that it's all free. On the other hand it can take a lot of time to keep updating various social media accounts. Choose one or two sites to participate in and work those like crazy. You could also link them all so that one post hits every outlet. If you choose just one to start with, we recommend setting up a business Facebook page linked to your personal Facebook page. In the marketing section of Chapter Four you'll see how using social media works to gain more clients.

☐ BUSINESS CARDS

No, they are not outdated. Business cards are still a great marketing tool. Because your clients and customers will all live in your area, it's a great way to build your branding. Give a few to each client and pass them out while you're out and about around town. Some local shops even have a spot for other local businesses to drop their cards for networking purposes.

☐ EMPLOYER IDENTIFICATION NUMBER (EIN)

Unless you are working as a sole proprietor and have no employees, then you will not need an EIN number. Otherwise you will most likely need one. An EIN number is also known as a federal tax identification number. It's quick and easy to apply online at [IRS.gov](https://www.irs.gov). There are ways that having an EIN can potentially save you money.

☐ BUSINESS BANK ACCOUNT

It's very important that you keep your business money separate from your personal money and the easiest way to do that is to run your business from separate checking and savings accounts. Talk with your banker about whether the account should be opened under your personal name, or under your business name. It usually depends on how your business is formed, such as an LLC or a sole proprietorship.

Also, before you set up your account compare and contrast the difference between personal and business accounts with your bank. You don't necessarily have to open a "business" account. It can be a personal account for your business. Many times the personal account has better benefits and is less expensive. Once it is open, all of your income and expenses will be run from this account and not your family account.