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Lightfolio Studio Manager Get starting by using any of our modern invoice templates. Customize images, colors and designs to your hearts content. Send it to your client and allow them to pay online. Summarize all costs for your bride and groom and get paid online Itemize each service, product and fee for your event photography Create a uniquely designed invoice for each of your portrait clients Bill commercial clients and collect payment online Pair your food photography with a matching bespoke invoice Keep track of every bill for your freelance clients Design an invoice for any type of photo shoot Bill your customers with an invoice made for real estate photography From basic to completely customized, the choice is yours Create the perfect invoice that gets straight to the point Give your clients the option to pay their photography invoices in installments. Easily create a schedule with due dates and amounts of your choosing. For example, collect an initial deposit and then split the remaining balance into two more, even payments. Take your invoice to the next level by adding a cover page . Further customize your invoice by choice custom colors and designs. A well crafted brand increases your perceived value. Make it easy for your clients to pay you. By connecting to your payment gateway (we support Stripe and PayPal), your clients can make payments against your invoices by credit or debit card. Collecting payments are key, but so is agreeing to terms in writing. Contracts protect both you and your clients and reduce any confusion in any agreement. You can send online contracts that include an invoice. Get a signature and get paid, all at the same time. Join Now for FREE No credit card required Get Started © Lightfolio 2025 Make more time for what matters in your business with free photography invoice templates. Simply download your free invoice template, fill in the customizable fields, and send it to your client to get paid faster. Choose a template Photography Invoice Template Wedding Photography Invoice Template Real Estate Photography Invoice Template Freelance Photography Invoice Template Portrait Photography Invoice Template Event Photography Invoice Template Want to try a fresh way to create your own professional invoice? The Free Invoice Generator lets you customize your invoice online, then download or send it to your client to see what works best for you. Whether you offer other services alongside photography or you're looking to expand, invoice templates by industry make it easy to find flexible templates for all your skills. Whether you add graphic design elements to your other photography services provided or simply offer multiple services, graphic design invoice templates make all your billing easy. More Graphic Design Invoice Template From single contracts to recurring gigs, DJ invoice templates offer the flexibility you need to bill for your next music job. More DJ Invoice Template Marketing invoice templates offer plenty of customization options, including space for logo, branding, and photography, so you can market while you bill. More Marketing Invoice Template From photography commissions to other commission jobs, make billing simple with professional commission invoice templates that are free and easy to use. More Commission Invoice Template Make managing client payments for your photography business more efficient with freelance invoice templates that you can customize for any job. More Freelance Invoice Template Craft professional websites and simplify your billing process with a downloadable web design invoice template. Looking for even more invoice templates to try for free? Our main invoice template page offers downloadable invoices for different formats and industries, as well as a generator, so you can explore creating your own invoices online. More Web Design Invoice Template Photography Invoice Template vs FreshBooks FreshBooks' downloadable invoice templates come in a wide variety of industries. However, you're limited in the features you can access. For the full invoicing experience, try FreshBooks invoicing software: Photography Invoice Template FreshBooks Sign up for a free FreshBooks trial today Try It Free for 30 Days. No credit card required. Cancel anytime. Invoicing templates are a great start to streamlining your billing process for photography clients, but the support doesn't stop there. FreshBooks offers plenty of resources to help you grow your photography business. Read on to learn even more about expanding your business: Accounting Basics for Photography Business Owners How to Estimate Photography Jobs in 6 Steps: A Guide for Freelancers How to Start a Photography Business How to Create an Online Portfolio for Photography Studio How do I make a photography invoice? Photography invoicing is easy with FreshBooks' downloadable photography invoice templates. All you need to do is download the template, fill in all the details, like your business information and job costs, and send it to your client. Customization features also let you add logos and branding to leave a personal impression. When should a photographer send an invoice? Send out your photography invoice after the work is complete – usually when the proofs or photos are delivered. Invoicing promptly, typically within a day or two, can increase your chances of getting paid quickly. FreshBooks invoicing software lets you schedule invoices and payment reminders automatically. What information should be included on a photography invoice template? A photography invoice template should include your business information, client information, invoice number, job details like labor and equipment costs, and payment terms. FreshBooks photography invoice templates have comprehensive fillable fields, as well as customization options so that you can tailor the invoice to your needs. Can I customize my photography invoice template to match my branding? Yes, you can customize free photography invoice template templates to add branding and promote your business. FreshBooks' downloadable photography invoice templates include space for branding, logos, and personal messages so you can build a lasting connection with your clients. What payment methods should I accept on my photography invoices? You can accept any payment methods you like on your photography invoices. The most common payment methods are credit, debit, and e-transfer, though some photographers also take cash, check, and money order. FreshBooks invoicing system lets you accept online payments like credit and debit when you invoice. Are there any legal requirements for photography invoices in the US? Photography invoices in the US are legally required to include your business information, a detailed breakdown of all costs, the total cost, and payment details. Your payment and invoice details should specify the date the invoice is sent out, when it should be paid, and how your client should pay you. What is the best software for creating photography invoices? FreshBooks invoicing software makes it easy to create photography invoices for any job. Downloadable templates offer a quick and easy solution that you can customize for each client, and the all-in-one software lets you accept payment for every invoice you send out. Photography is a craft best left to the experts. If you're a skilled photographer, then you can potentially earn a steady flow of income for your business. This why you'll find 63% of photographers are self-employed. There's nothing like being your own boss and setting your own rates. Unfortunately, you have to be a true hustler to make your photography business last. Only about 40% of photography startups last past their first year. And only 25% make it past their second year and by the third year, only 15% remain. But don't let this discourage you. With the right approach and the best tools, you can improve the chances of keeping your photography business open. If you can portray your brand as a professional, you'll have a higher chance at success. This includes delivering beautiful photography invoices to your clients. Let's talk more about how you should be creating your photography invoice. Finding Quality Invoicing Software You won't get far if you're using Microsoft Office or other document tools to create invoices. While these worked for a time, they're simply outdated. Today, you need methods that enable you to not only create invoices, but track, and manage them as well. With invoicing software like Invoicely, you can create, send, and even receive payments via the platform. This will prove your photography business is professional and convenient, which can help with customer satisfaction. When you have satisfied customers, you get referrals and repeat business. Having a way to organize your invoices is key, especially since a lot of photographers forego tracking their expenses. This is necessary if you're going to charge accordingly and earn a decent living. Online invoicing software help to automate the invoicing process. You can also take advantage of other great features, such as financial reports, expense tracking, and setting up recurring invoices. Setting Fair Rates for Your Photography Services The rates you charge your clients will vary based on the complexity of the work and how long it takes. You'll find it costs a lot more to capture photos of wild animals than it does for capturing wedding photos. It's important to factor in how long it'll take you to complete the project request. One photo of a rare species is worth a lot more than a photo album of professional baby pictures. But whether you're out on safari adventures or hosting photo shoots in a local studio, you need to get a fair rate. Some of the factors you should consider when setting them includes your location, quality and speed of service, competition, and experience. Even your age should come into consideration – folks are willing to pay higher for an older and more experienced photographer. The average age of photographers is 33 years old. And the average salary sits at around \$36,600. You'll have to do careful research into your target customer and local competition to see what rate you can charge. Then next, you have to decide how you're going to charge customers – by the hour (with a max limit), lump sum, or by the time it takes to complete the project plus expenses associated with getting it done. If you're required to drive miles or do a lot of traveling to take the photos you're hired to take, then it makes sense to go with the latter. Once you know how you'll charge and at what rate, you can set up your invoices accordingly. Including Payment Terms in Your Photography Invoice Never send out an invoice without including terms of service and payment. In doing so, you're setting yourself up for disputes, non-payments, and late payments. There are certain terms you want to cover, which you should include within your invoice. Make sure to write this clearly and concisely so it's easy to understand. And place it where it's visible and in a format that's legible. Some of the terms you want to include are: Whether you require upfront payment or payment upon project completion How much time customers have to pay the invoice Late fees that you'll apply Types of payment you accept Whether you'll deliver the project before or after you receive payment The purpose of these terms is to ensure everyone's on the same page. It's good to go over them before you agree to take a project. Then you can include it on your photography invoice to ensure customers are reminded of your terms. And don't worry, they're not set in stone. You can test out different terms and adjust them based on your business's needs. Designing Invoices that Are Attractive and Professional When you're working with a quality invoicing platform, you can ensure all of your invoices come out beautiful and professional. You want your photography invoices to represent your brand. So it's a good idea to include your company colors and logo. And what's better is that you don't have to be a designer to pull this off. The platform you choose should offer a variety of templates to choose from. Then you can save the one you like to quickly create invoices on the whim. Plus, you can send them via email so they're received right away. Use Invoicely to create email templates for sending invoices to clients. Your invoice should contain important information about the customer, project, and your business. For example, it should include your business name, phone number, and address. Typically, this is in the top corner of the invoice. You should also include the name of the customer, their address, and phone number. The invoice itself should be itemized so the customer knows exactly what you're charging them for. This is important whether you charge hourly or by the project. Once customers receive your invoice, they can click and pay within minutes. This boosts your revenue because it removes delays associated with complicated or confusing payment processes. Monitoring Your Business Invoices You're a busy photographer, which is great for business. But what isn't great for business is not carefully managing your invoices. Not paying attention to which invoices are paid and which aren't can run your company into the ground. This can be difficult to do when you're using paper-based or documents for invoicing. With invoicing software, you can easily keep track of all the pending invoices. This way, you can reach out to customers if their payments are late. You can set it up so that customers are sent payment reminders periodically. Then if this doesn't work, you can contact them personally. Your invoicing records will also come in handy when it comes time to do your taxes. Knowing all of your income and expenses will ensure you fill out your tax return as accurately as possible. Don't Forget to Invoice for These Things When you first start out, it's hard to determine which expenses to charge for. You don't want to end up in a hole because you didn't charge your clients accordingly. So some of the things you want to track expenses for include: Gas mileage Hotel stays Special materials/props Location bookings And other project-related costs. You won't be afraid to tack on expenses as they pile on, especially if it's at the request of the customer. You're a professional photographer so start charging like one. Just make sure to be transparent about your rate increase for the project before taking on the expense. It's also good practice to keep all of your receipts to show proof of your expenses. This will come in handy during invoicing disputes and for tax purposes. Know Which Taxes You're Entitled to Pay Depending on where you are in the nation, you may have to pay both federal and state income tax. Then you may also have to pay a state sales tax. Knowing all of this will help you to determine your rates so you continue to turn a profit for your business. As a business professional, you'll have to withhold all your own taxes so you can pay them on time. You can either pay them quarterly or once a year during tax season. Establishing a Professional Photography Business Your business setup is critical to the success of your photography business. This means setting up all your rates and invoicing systems. At the end of the day, your business relies on profits to stay open. So you need to take your finances seriously so your customers will take you seriously. This will decrease the risk of non-payments and late payments. Hopefully, these tips help you to establish yourself as a professional photographer and earn the company of long-lasting customers. Planning on opening up your own photography company? How do you plan to charge your customers? Let us know in the comments! This guide will help you create photography invoices that will get you paid faster. The photography business is much more than capturing clients, clicking, editing, and delivering photos. When we talk about business, we're also talking about finances. It doesn't matter whether you work as a freelance photographer or have your own business – it's essential to know how to create a proper photography invoice. However, many photographers don't give enough importance to managing their finances, leaving it as a second priority on their list. The importance of photography invoices cannot be underestimated. This is how you will receive payment, and it is also part of your brand's communication with the client. Proper invoicing has an impact on your bottom line and business growth. Invoicing is an art that all photographers must master. This guide will lead you through photography invoice templates with the best pro tips and a lot of examples to help you unlock this skill. Plus, you'll be able to download a free invoice template to start creating your own. More free resources for photographers An invoice is a commercial document that allows you to charge for a professional service rendered, such as photography services. It usually consists of a detailed list of your services and lets the client know the cost of your service. In addition, they serve as a useful tool for monitoring the flow of income in your business. This control is important even if you don't shoot for a lot of clients, and it is still easy to keep track of who hasn't been paid yet. It's called being ready for growth. If your finances are already figured out, you can grow without it becoming an issue. First of all, let's talk about the essential information that you should include in your photography invoice to make it as effective as possible. A well-structured invoice has key components to make it clear: Your business information – include your photography business name, your business address, and contact information such as email and telephone number; Client's information – include your client's name or business name and their contact information such as address, email, and phone number; Invoice number – assign a unique number to each invoice you create so you can keep track of them; Date – don't forget to include the date when the invoice was issued; Description of services: list the photography services you provided in the invoice details. Also include the date, location (if applicable), and any additional information that helps you track down what was offered; Itemized charges – break down the quantities and rate for each service provided. Include everything that you charge for; Additional costs: don't forget to add taxes at the end (if applicable). Total due – include a total at the bottom so the final amount to be paid is clear; Payment terms – clarify your payment terms, including due date, any late payment fees, accepted payment methods, etc; Payment information – give your client clear instructions on the type of payments you accept. It can be through credit card, online payment, cash, bank transfer, or whatever method you accept. I like to add all of my banking details to the document. See our guide to the best ways to accept photography payments. By providing your client with a clear and detailed photography invoice, you show professionalism and ensure that they understand the terms and conditions of the payment details. This way, you guarantee your payment with no issues. Download a free photography contract template If your photography invoice template looks amateurish, it will give the wrong impression. It suggests that you may be inexperienced, disorganized, or not putting enough effort into your work. Creating an effective photography invoice template goes beyond a list of items and prices. You must create a document that is clear and conveys your professionalism while encouraging prompt payment from the client. Optimize your invoicing with these professional tips for creating photography invoices that work: Personalize your invoices Your client hired you because of your experience. Make sure your personal touch is all over your workflow, including the invoice template. Include your business logo to make the presentation more professional. Address your clients by their names and always reference specific details from the project you created together. This will make them feel welcome and included in every detail. Everything they're requested has been taken into consideration. Guide to branding for photographers Use professional photography invoice templates Either take the time to create a standard professional invoice template that reflects your brand and visual identity or use a ready-made free invoice template available on a broad number of websites and software. Just remember to customize the template to your brand. After all, you want to stand out and leave a good impression. The more detailed your photography invoice, the more professional you will look. I personally took one suggested by Apple's native Pages software (equivalent to Microsoft Word) and customized it on my own. Set clear payment expectations When working with agencies and businesses, you run the risk of not getting paid immediately or on time. Delays do happen. That's why you must make it clear to the client that your work is as valuable as any other and that you have to get paid. Communicate your payment terms and conditions in advance, including all the details about payment methods, fees, and consequences for late payments. My pro tip is to always send a message to my client a few days before payment is due, just to make sure all is ready of if there's anything I can assist them with. Obviously, there's nothing I can assist them with in regards to paying me, but it's a friendly reminder to them that payment is due soon, and I'm paying attention. I do need to get paid. Send invoices promptly As soon as you complete a project or the first part of it, send the invoice to your client. Make sure they have all the details presented in the contract you sent before doing the project and that every line of your photography invoice matches the photography services provided. A lot of businesses have specific timetables to pay for the services they hire, and if you delay too long, they can say they will only be able to pay you in their next financial cycle. Acknowledge payments Let your client know you received the payment right away. Thank them for taking the time to make the payment on time, ask them for feedback on the process, and close the project. Follow up on unpaid invoices If, for any reason, your client delays the payment, send a friendly reminder asking if everything is okay and if they can keep up with the due date. Be flexible if your client is having a hard time for any reason, but remind them that the payment is important to you too. Readjust the payment expectations if needed and remind them of the late payment fees. Keep it friendly and professional to maintain a positive relationship. Choose a proper invoice numbering system The invoice number must be indicated at the top of each invoice and be easy to identify. Without it, and depending on where you are, an invoice is not considered a legal document. The general rules for invoice numbers are that they should be sequential, avoid gaps, and never repeat a previously used number. One helpful way to stay organized is to use an invoice numbering system that includes the date. That way, you can know immediately when each invoice was created. For example, your first invoice for the year 2020 could be "20201". I use my photography invoice template to bill clients, but I also use a Google Docs spreadsheet to keep control of everything. We've organized a free photography invoice template to help you get started. Just tap the image above, then make a copy of the Google Docs (it does not request access) so you can edit it with your own details. You can find more free photography invoice templates online, but this basic one will get you started. Download it, customize it, and amaze your clients with a simple, clear and effective professional photography invoice. Canva is a great source of free photography invoice templates that you can edit and download. Here are some customizable photography invoice template examples that have been designed with photographers in mind. Yabie Team | Photography invoice template Lucie Sindelkova | Photography invoice template Vultype Co | Photography invoice template Canva | Photography invoice template With Faith & Love | Photography invoice template Yabie Team | Photography invoice template Canva | Photography invoice template Canva | Freelance photography invoice template These photography invoice templates from Canva are beautiful and easy to customize. You don't need to be a master editor to change the colors, add your own photos and fonts, and make simple design changes. Enjoy these free invoice templates right now. When it comes to handling the financial side of your photography business needs, incorporating invoicing software can significantly simplify the entire process. We highly recommend Freshbooks, and here's why it deserves your attention: User-Friendly Interface: Freshbooks distinguishes itself with its user-friendly, intuitive interface, which caters to both experienced professionals and those who are new to accounting. Time-Saving Automation: You can automate recurring invoices and automatic reminders for your photography clients, freeing up your time and reducing the administrative workload on your plate. Polished, Professional Invoices: You can send professional invoices that reflect positively on your photography business, leaving a lasting impression on your clients. Effortless Expense Tracking: Managing your photography business's finances becomes a breeze with Freshbooks, thanks to its seamless expense tracking feature. You can also use other payment apps and specific photographer studio management software such as: Shootproof Quickbooks HoneyBook Square Invoices Zoho Invoice Xero By incorporating invoicing software such as Freshbooks into your workflow, you can streamline your invoicing procedures, allowing you to focus more on your true passion – capturing the beauty of unforgettable moments through your camera and getting paid fast. Photography requires time, consistency, and commitment. With all the competition out there, it can be difficult to make a name for yourself as a professional photographer. This can lead to many photographers failing to properly invoice their clients. Many would consider this to be just another document, but the reality is that invoicing has a huge impact on the success of your business and your profit margin. In conclusion, effective photography invoicing is crucial to help you get paid on time, control your earnings, and project professionalism. Use the invoicing tips in this article to guide you, download the free photography invoice template to get started, and explore the software listed above. You'll be well-equipped to manage your finances efficiently and ensure you get paid promptly for your photography services. Download these Free Photography Invoice Templates to create stylish photographer invoices faster and easier. Each invoice for photography can be easily customized to serve all your necessary needs. These templates were designed to help you handle the financial aspect of your business with ease. When the photo session is over, a photographer sends his/her clients, be it an individual person, a couple or a group of people, a photography invoice. In most cases, a shooter is hired either on a conditional basis, when he/she is paid depending on the final product or with a fixed fee. In case you don't want to spend time creating your photographer invoice, you can use the ready-made photographer templates for free from FixThePhoto. Each photography invoice template is easy to adapt to your needs, so you can handle billing in a more efficient way. The first thing to do is download one of the free photography invoice templates presented above. Look through it and decide what paragraphs and details can be altered to suit both your and clients' needs. There are some things that you should definitely pay attention to. 1. Calculate Itemized List. Your photography invoices must be very clear, so divide the projects into several constituent units. If you end up with a too detailed invoice, don't worry. It is better than something vague. 2. Detail Markup Costs. There are some other expenses you need to include in the invoice in addition to the cost of regular services. Be specific and keep every markup cost clearly explained. 3. Add Usage Rates. Your photographer invoice must include usage rates, which imply the cost of licensed materials, e.g. stock images, etc. 4. Variety of Payment Methods. There is quite a huge number of methods of how can get paid for your work. Offering several alternatives, you show that you really care about the convenience of your clients. 5. Total and Bill. Study the bill attentively, calculate the total and inform your client. In most cases, it is better to hand-off the invoice. If it is impossible, just make sure your client received the invoice and understood all the details.

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