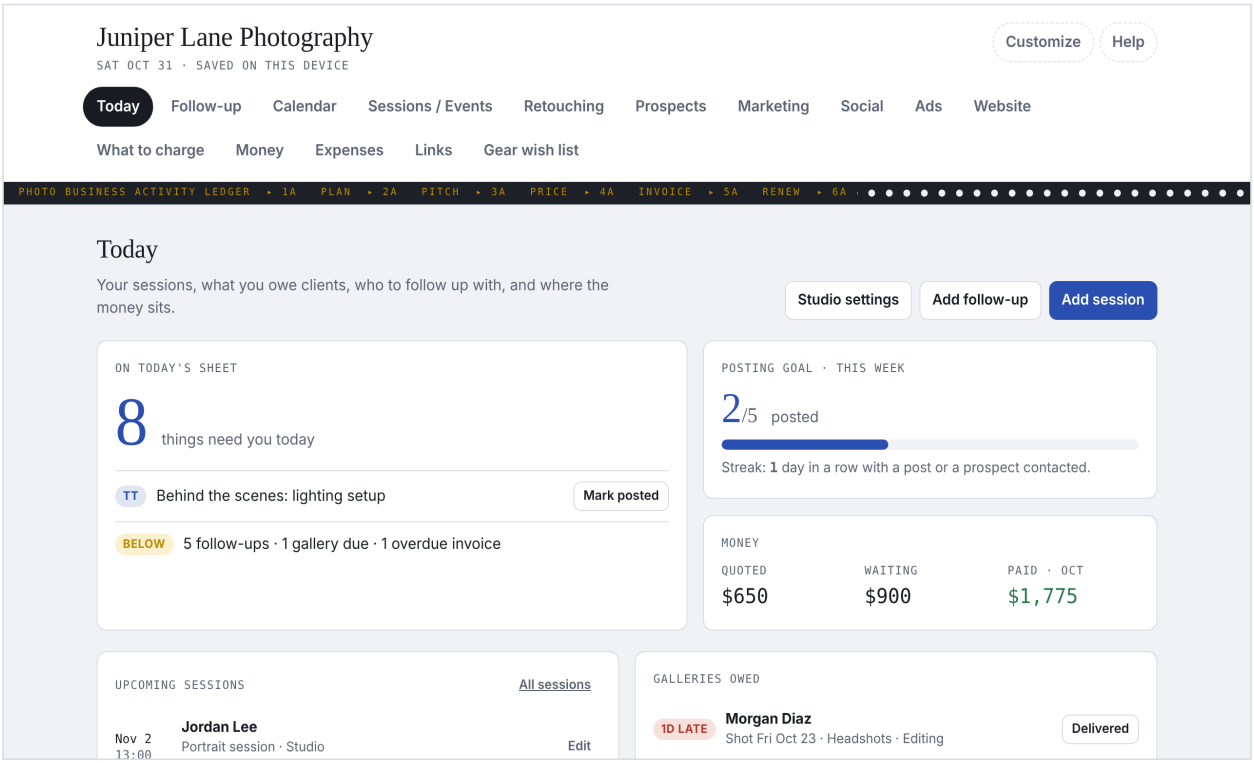
PHOTOBUSINESSACTIVITYLEDGER.COM

Welcome to the Photo Business Activity Ledger

Your photography business, run from one page. A friendly tour of every tab and how to use it.



The Today tab, shown with Juniper Lane Photography, a made-up sample studio.

Version 1.0 · November 2026

Welcome

Running a photo business means juggling sessions, editing, clients, posts, invoices and a dozen follow-ups. The ledger keeps all of it in one place and tells you, every morning, exactly what needs you today.

You don't have to use every tab. Start with Today, Sessions / Events and Money, and add the rest as you go. Tabs you don't need can be hidden in a click.

Two ways to use it

	WITH CLAUDE	AS A STANDALONE FILE
How you open it	The link you were sent, signed in to Claude	The file photo-business-activity-ledger.html, in any web browser
Where it saves	Your Claude account, on every device	That browser on that computer
Updates	Automatic	Open the newer file you're sent
Offline	Needs the internet	Works offline, no account

Everything works the same either way, and your ledger is private to you in both.

In this guide

Get started in five minutes	Tab 09 · Social
Find your way around	Tab 10 · Ads
Tab 01 · Today	Tab 11 · Website
Tab 02 · Follow-up	Tab 12 · What to charge
Tab 03 · Calendar	Tab 13 · Money
Tab 04 · Sessions / Events	Tab 14 · Expenses
Tab 05 · Retouching	Tab 15 · Links
Tab 06 · Prospects	Your own tabs
Tab 07 · Marketing	Make it yours: colors and tabs
Tab 08 · Marketing: reviews	Keep your data safe, and getting help

Get started in five minutes

1. **Open it.** With Claude, open the link you were sent. As a file, double-click photo-business-activity-ledger.html and bookmark the page.
2. **Look around first (optional).** Click **Fill in examples** on the welcome card, or open the sample ledger. Anything marked EXAMPLE is sample data.
3. **Set up your studio.** Click **Set up my studio** (later it's **Studio settings** on Today). Add your studio name, how clients pay you, your Google review link, and your pitch and thank-you messages.
4. **Add what's coming up.** Your next few sessions on Sessions / Events, any open quotes or invoices on Money, and a handful of prospects.
5. **Clear the examples** when you're ready: Studio settings, then **Remove the examples**.

A simple rhythm

WHEN	WHAT TO DO
Every morning	Open **Today** and work down the list. Most items have a one-click action.
When you book	Add the session on **Sessions / Events** with the package and prep notes.
After a session	Click **Start retouching**, move the job along, and mark it delivered. The review request follows two days later.
Once a week	Clear **Follow-up**, plan next week's posts, add prospects, enter expenses and mileage.
Once a month	Run the Monthly website check, look at Expenses and profit, update marketing numbers, export a backup.

> **Tip** You'll never lose your place: anything with a due date, from a gallery to a follow-up, shows up on Today when it's due.

Find your way around



PART OF THE SCREEN	WHAT IT DOES
Studio name and date	Your studio name from settings, today's date, and where your ledger is saved.
Tab row	Each part of your business. Click a tab to open it. On a phone, swipe the row sideways.
Customize	Pick light or dark, your accent color, and reorder, hide or add tabs.
Help	Short how-to notes for every tab, opened to the tab you're on.
Studio settings	On the Today tab: studio name, timings, payment details, message templates and backups.

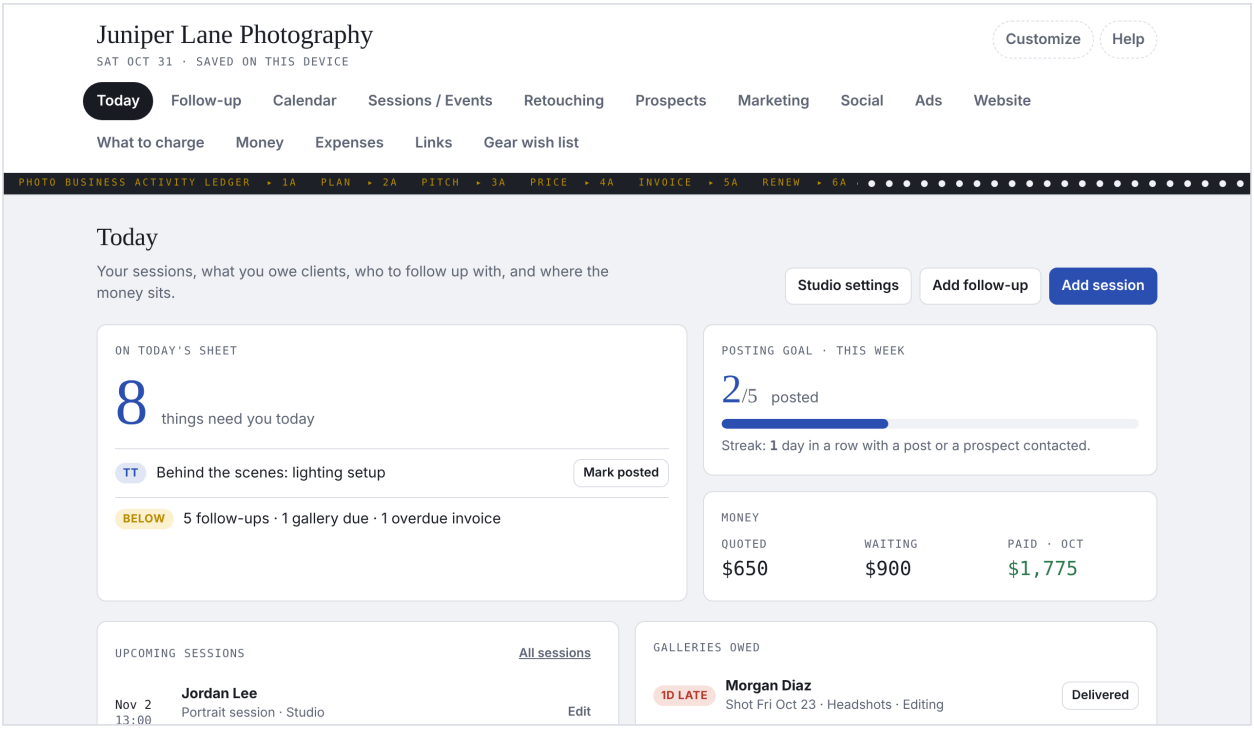
Buttons you'll see everywhere

- **Add …** (blue) creates something new: a session, a prospect, an expense.
- **Edit** opens a panel on the right. Change anything, then **Save**. **Delete** asks you to confirm first.
- **Copy …** copies ready-made text, such as a pitch, invoice, reminder or thank-you, to paste into your email or messages.
- **Mark …** moves something along: posted, sent, delivered, invoiced, paid.

> **Tip** The ledger never sends emails or posts for you. It prepares the words; you send them from your own accounts.

TAB 01

Today



What it's for. Your morning list. One big number counts everything that needs you today: sessions, posts to publish, galleries owed, follow-ups, overdue invoices and licenses about to end.

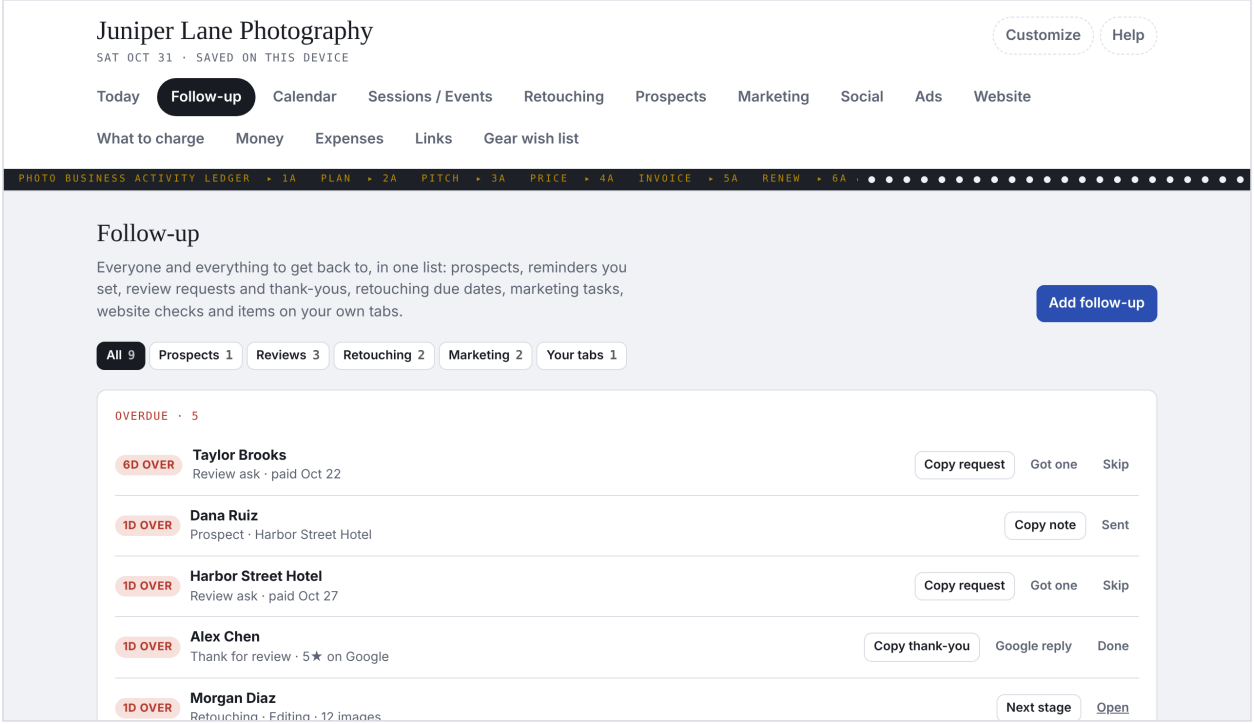
How to use it

1. Read the big number and the list under it, top to bottom.
2. Check **Upcoming sessions** for prep notes, and **Galleries owed** for anything due or late.
3. Work through **Follow-ups** due this week using each item's button: copy a note, mark done, or push it out three days.
4. Chase anything in **Overdue invoices** with **Copy reminder**.
5. Glance at your posting goal, money totals and the week ahead at the bottom.

> **Tip** Today is your starting tab. If you'd rather open somewhere else, choose a different start tab in Customize.

TAB 02

Follow-up



What it's for. Every person and task you need to get back to, in one list: prospects, reminders you set, review requests and thank-yous, retouching due dates, marketing tasks, website checks and items on your own tabs.

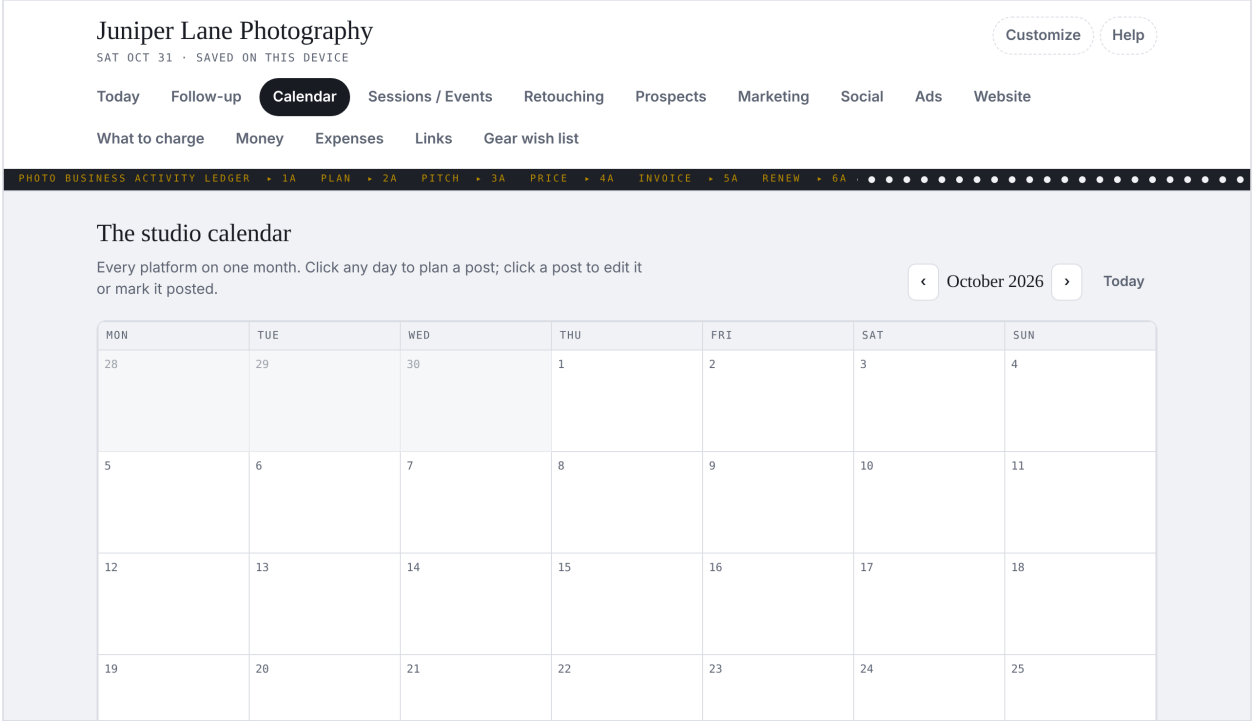
How to use it

1. Work from the top: **Overdue**, then **Today**, then **Next 7 days**.
2. Use the filters to focus on one kind at a time, such as all review thank-yous.
3. Click **Add follow-up** for anything else, such as calling a client back, and give it a date.
4. Mark reminders **Done** or push them out three days. Done reminders stay listed for 30 days, with **Reopen**.

> **Tip** Batch similar follow-ups: filter to Prospects and send all your pitch follow-ups in one sitting.

TAB 03

Calendar



What it's for. A month of social posts across Instagram, Facebook, Threads, TikTok, LinkedIn, Pinterest, your newsletter, blog and YouTube.

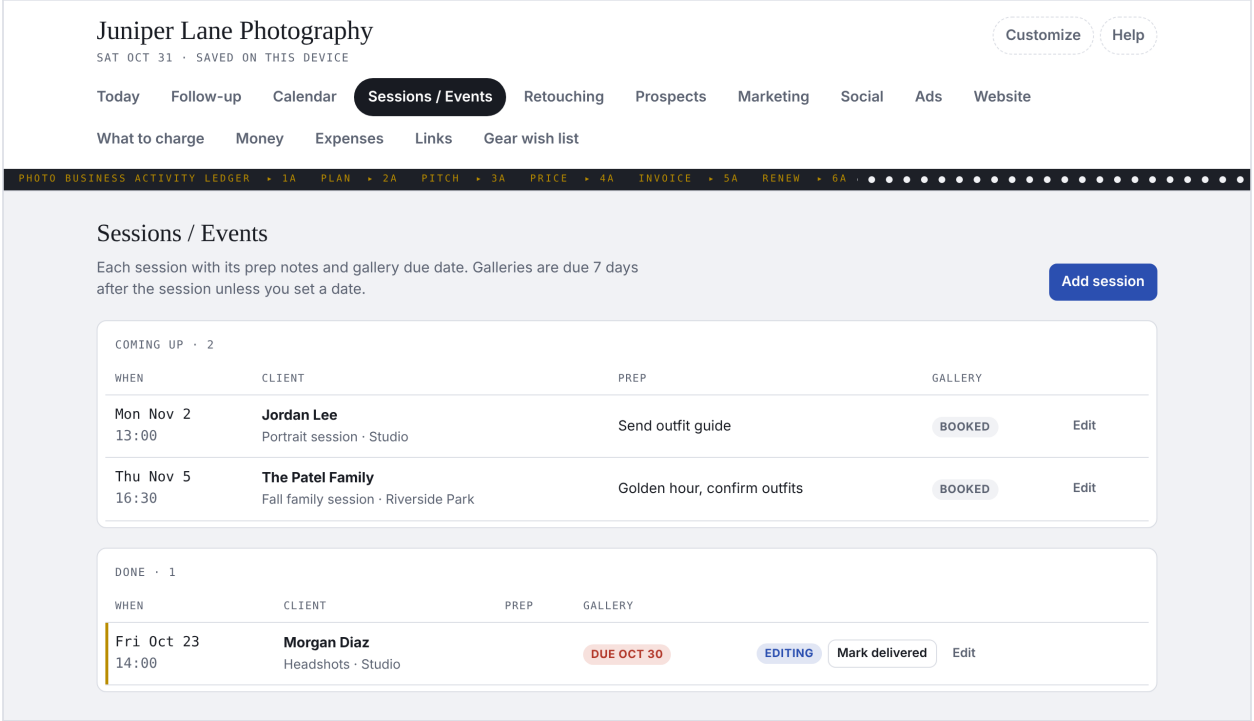
How to use it

1. Click any day to plan a post: platform, time, what it is, and a caption.
2. Click a post to edit it, mark it **Posted**, or link it to a marketing plan.
3. A few days after posting, open it again and fill in **Results**: reach, likes, comments, shares, saves and clicks.
4. Use the arrows to move between months; the list under the calendar shows the month in order.

> **Tip** Plan next week's posts in one sitting. Ideas go in as status Idea, so they're there when you need them.

TAB 04

Sessions / Events



What it's for. Every session or event you book, with its package, location, prep notes and gallery due date.

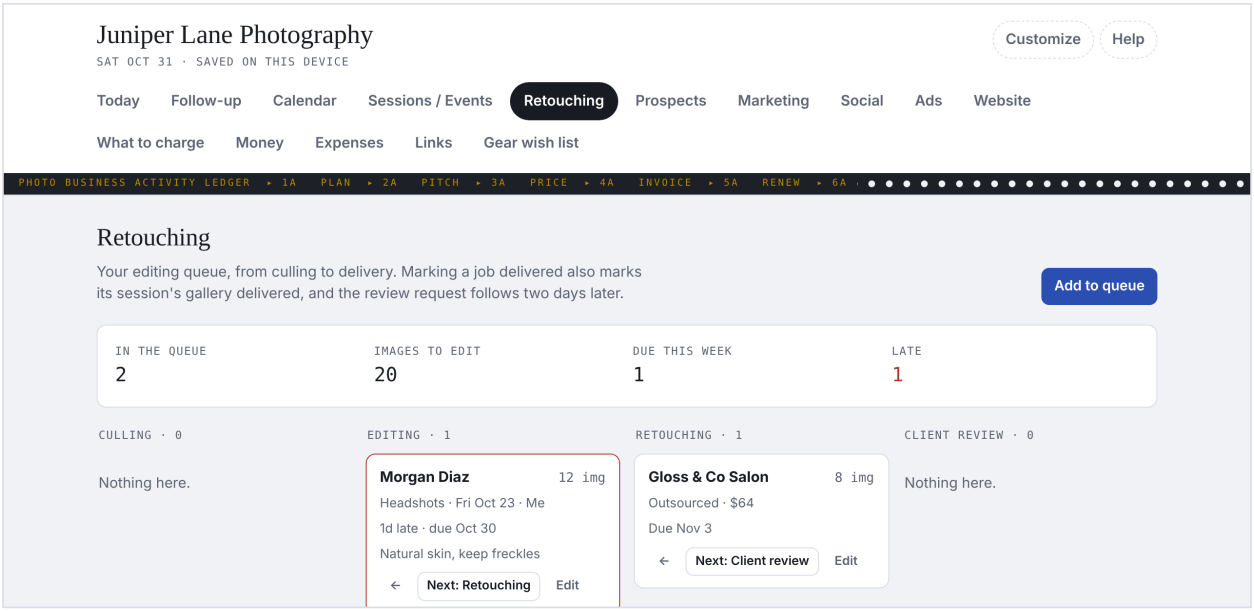
How to use it

1. Click **Add session** and fill in the client, package, date, time, location and prep notes.
2. The gallery due date fills in automatically, seven days after the session (change the default in settings).
3. After the session, click **Start retouching** to put it in the editing queue.
4. Click **Mark delivered** when you send the gallery. A review request appears on Today two days later.

> **Tip** Put prep in the prep notes (outfit guide sent, location confirmed, shot list). It shows on Today before the session.

TAB 05

Retouching



What it's for. Your editing queue, from culling to delivery, in four columns: Culling, Editing, Retouching and Client review.

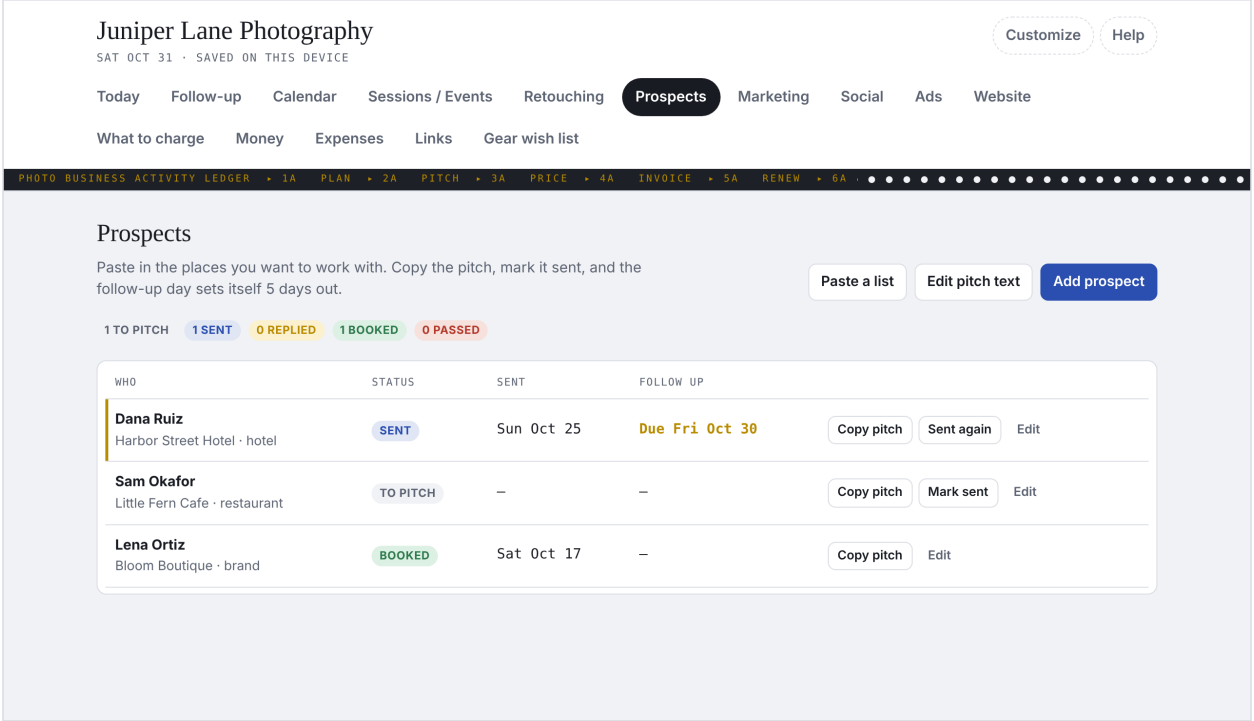
How to use it

1. Past sessions not yet in the queue are listed at the top. Click **Start retouching**, or **Add to queue** for any job.
2. Add the number of images, who's editing, any editing cost, and notes such as style requests.
3. Move each job along with its **Next** button. The arrow moves it back a step.
4. **Mark delivered** finishes the job and marks the session's gallery delivered, which starts the review request.

> **Tip** Give every job a due date. Late jobs turn red here and show on Today before the client has to ask.

TAB 06

Prospects



What it's for. Businesses and people you'd like to work with: hotels, salons, boutiques, realtors, planners and more.

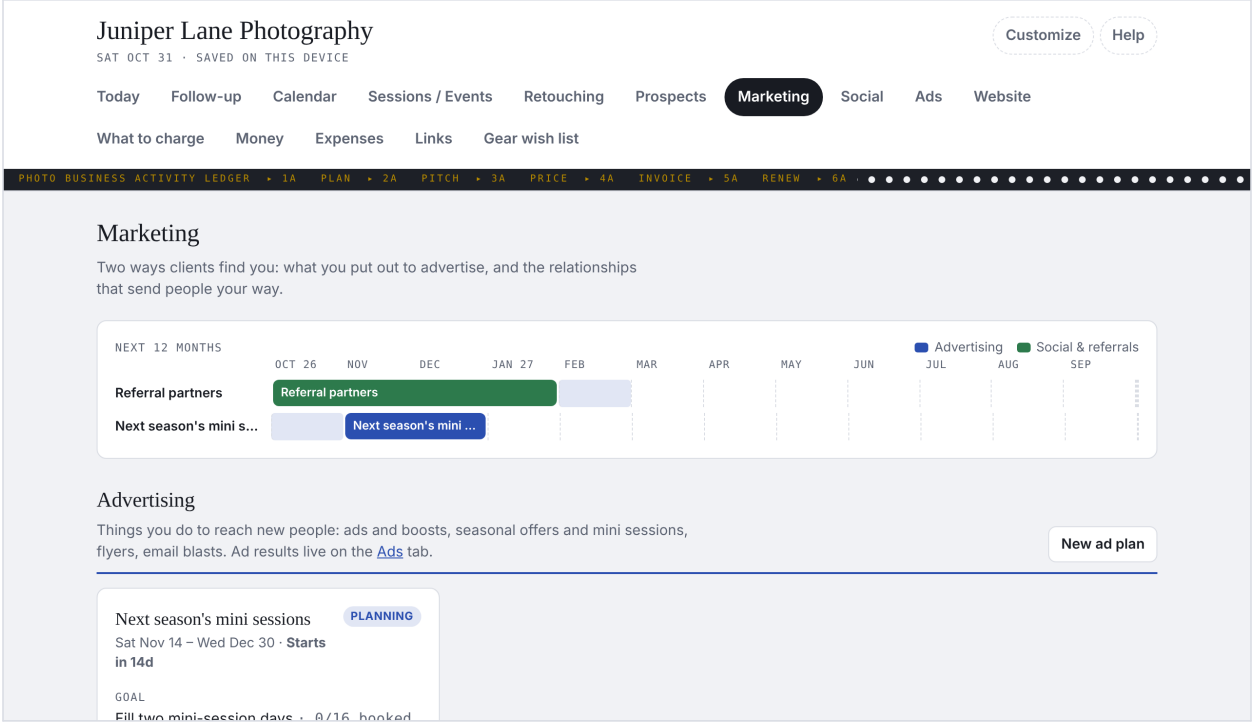
How to use it

1. Click **Add prospect**, or **Paste a list** with one per line: name, business, email.
2. Click **Copy pitch** for a personalized email, and send it from your own email.
3. Click **Mark sent**. The follow-up appears on Today five days later.
4. Update the status as things move: Replied, Booked or Passed.

> **Tip** Edit your pitch once in **Edit pitch text**. {name}, {business} and {studio} fill in for each prospect.

TAB 07

Marketing



What it's for. Your campaigns, in two sections. **Advertising** is what you put out: ads, offers, mini sessions, flyers. **Social & referrals** is relationships: networking, partnerships and referrals.

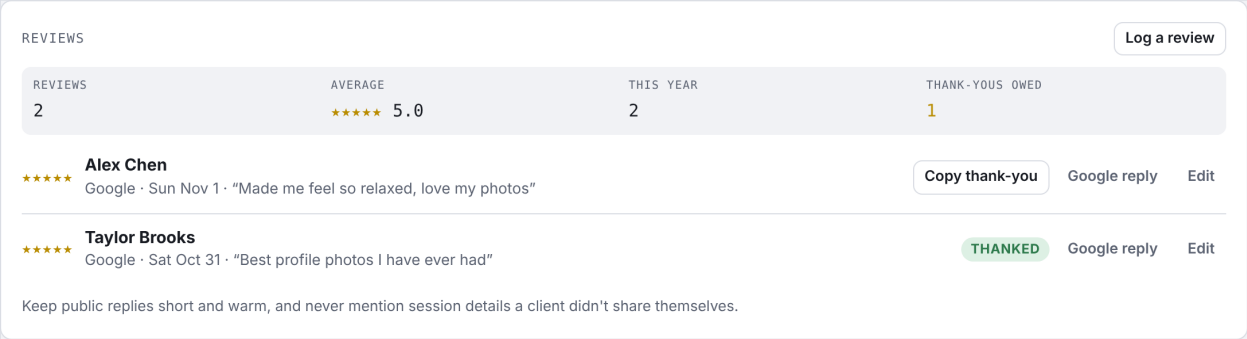
How to use it

1. Click **New ad plan** or **New social plan**.
2. Fill in the goal and how many sessions to book, the offer, dates and budget.
3. Add tasks with due dates and tick them off. Tasks due within a week appear on Today.
4. Update spend, bookings and revenue as results come in. The timeline at the top shows the year ahead.

> **Tip** Start each season's plan one to two months ahead, with a clear booking goal.

TAB 08

Marketing: reviews



What it's for. The Reviews log sits at the bottom of the Social & referrals section. It tracks every review and makes thanking people easy.

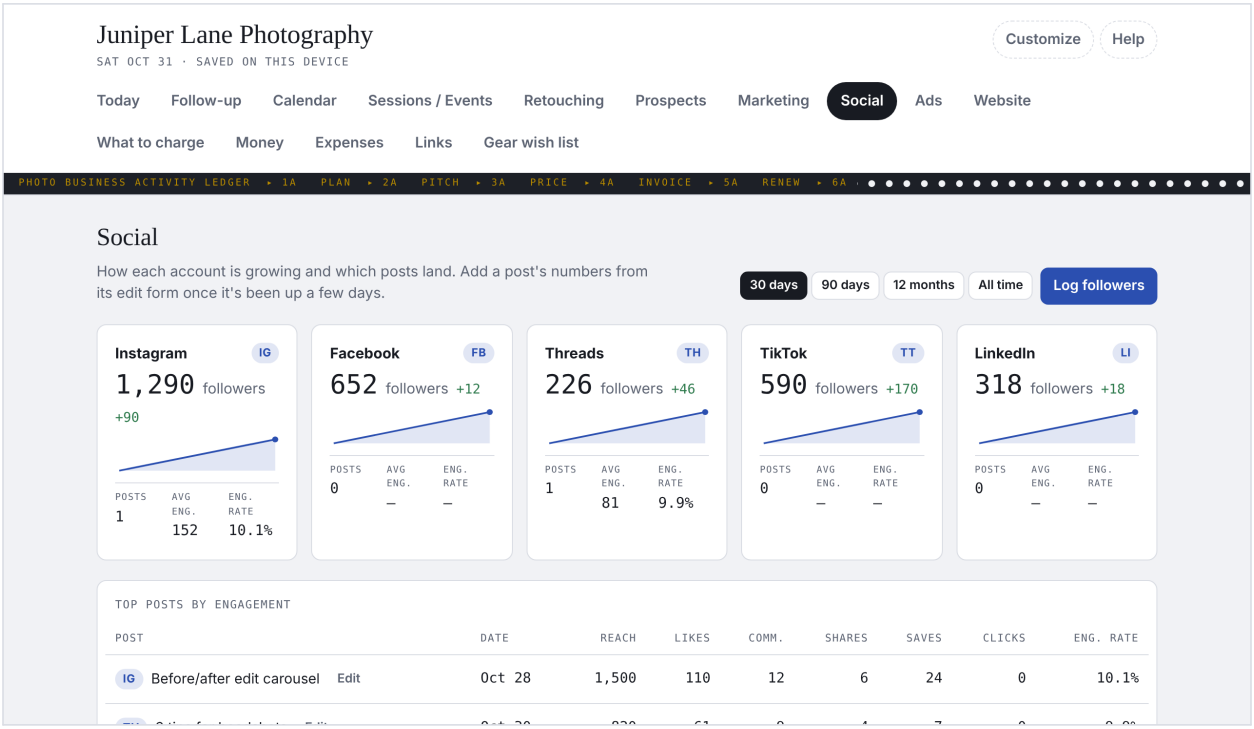
How to use it

1. When a review comes in, click **Log a review**, or **Got one** on a review request in Follow-up.
2. Click **Copy thank-you** for a personal note to the client.
3. Click **Google reply** for a short public reply to post under the review.
4. Watch your review count, average stars and thank-yous owed at the top.

> **Tip** Add your Google review link in Studio settings so every review request includes it.

TAB 09

Social



What it's for. How each account is growing and which posts work, for Instagram, Facebook, Threads, TikTok and LinkedIn.

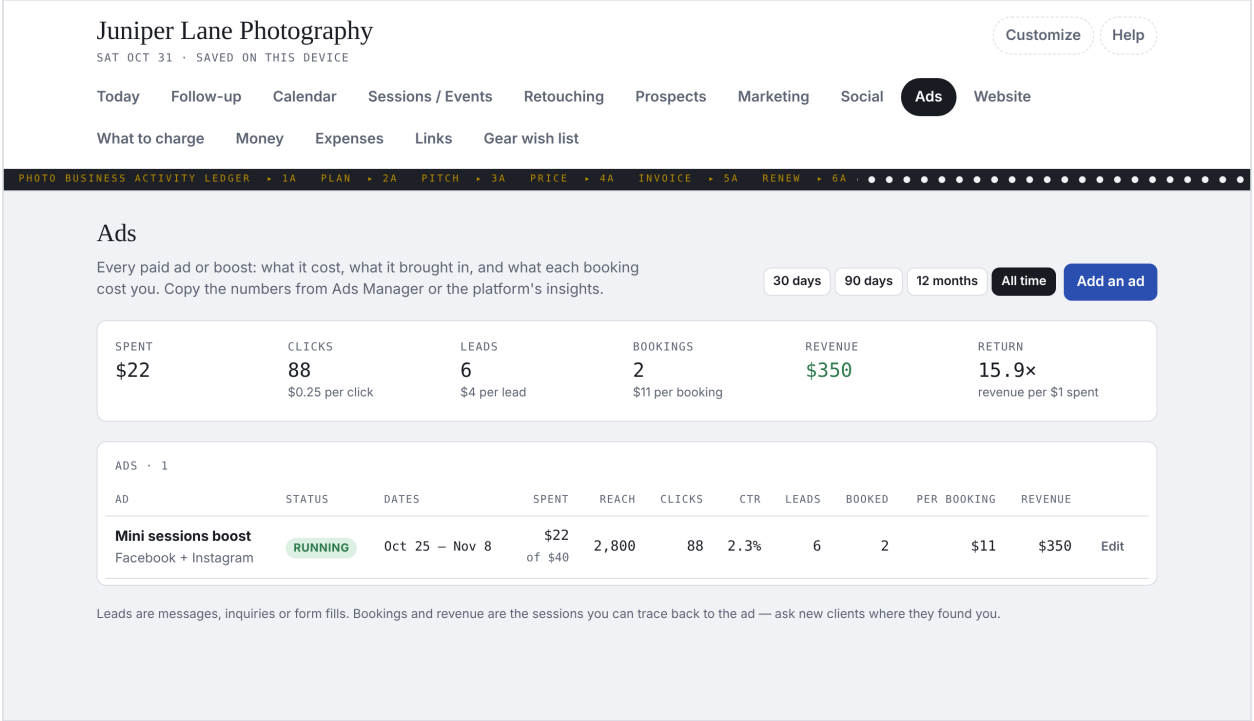
How to use it

1. Click **Log followers** every week or two. The form starts with your last numbers.
2. Add results to posts listed under **Posted, no results yet**.
3. Check **Top posts** to see what to make more of.
4. Switch the date range at the top: 30 days, 90 days, 12 months or all time.

> **Tip** Log followers on the same day each time, so the growth lines are fair.

TAB 10

Ads



What it's for. What every ad or boost cost and what it brought in, including cost per booking and revenue for every dollar spent.

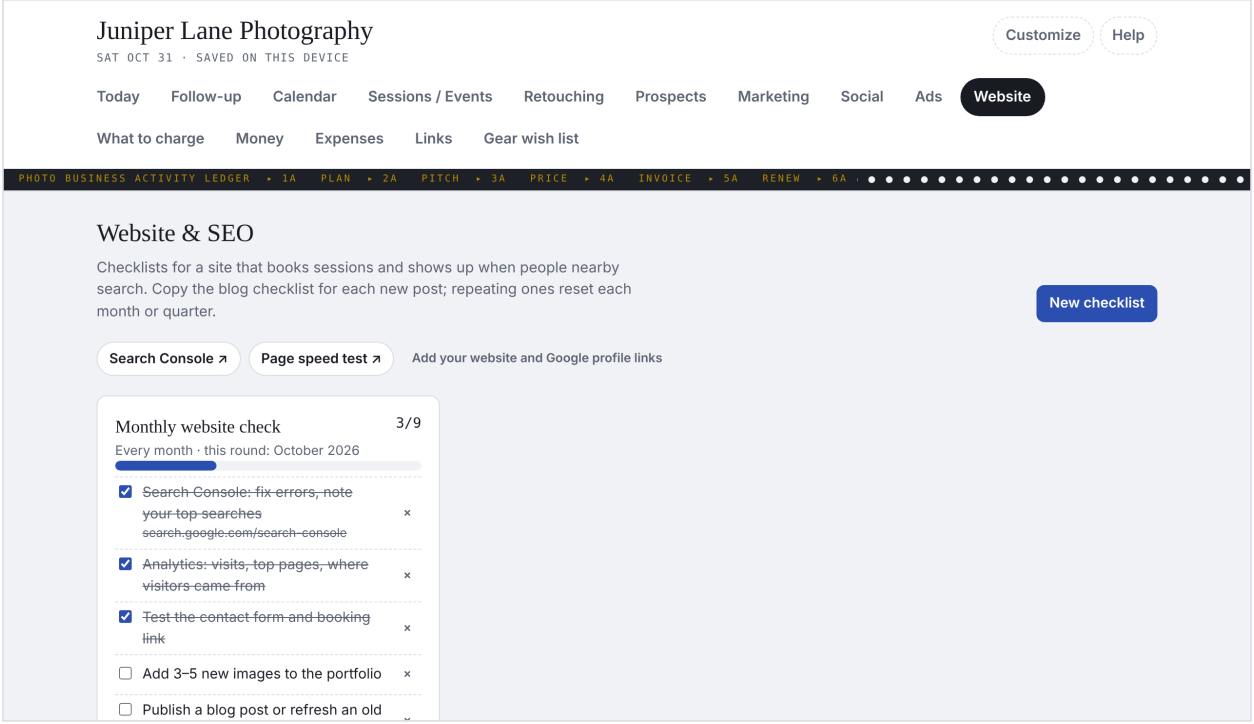
How to use it

1. Click **Add an ad**: platform, dates, objective, audience, budget.
2. Copy results from the platform's insights: spent, impressions, reach, clicks, leads, bookings and revenue.
3. Read cost per click, per lead and per booking at the top, totaled and by platform.

> **Tip** Ask every new client how they found you. That's what makes the booking numbers real.

TAB 11

Website



What it's for. Ready-made checklists for a website that books sessions and shows up when people nearby search.

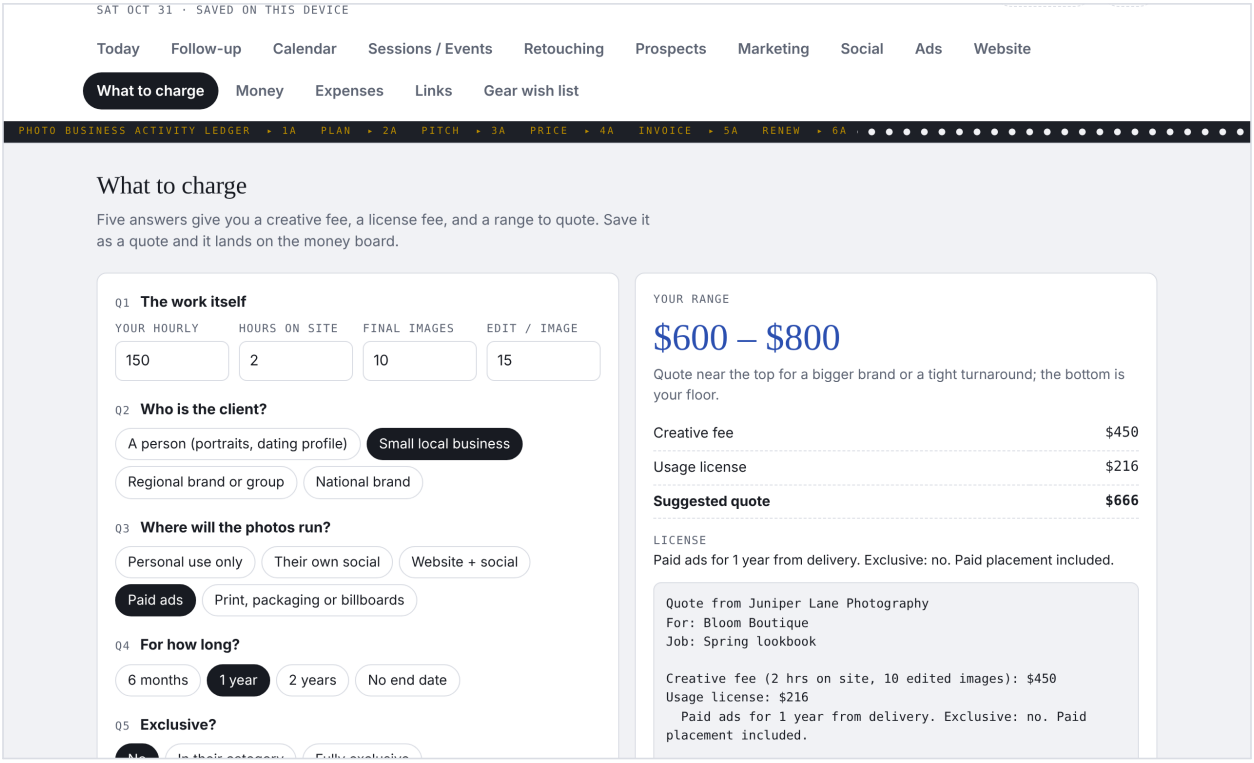
How to use it

1. Pick a starter: Website essentials, Google Business Profile, Service page SEO, Image SEO, Blog post SEO or Monthly website check.
2. Tick items as you go. Tips under items explain what to do.
3. Add your own items at the bottom of any card, or start a blank checklist.
4. Use **Copy** for a fresh Blog post SEO checklist for each new post. The monthly check resets itself and shows on Today.

> **Tip** Add your website and Google profile links in Studio settings for one-click access at the top of this tab.

TAB 12

What to charge



What it's for. A fair price in five questions, with usage licensing built in.

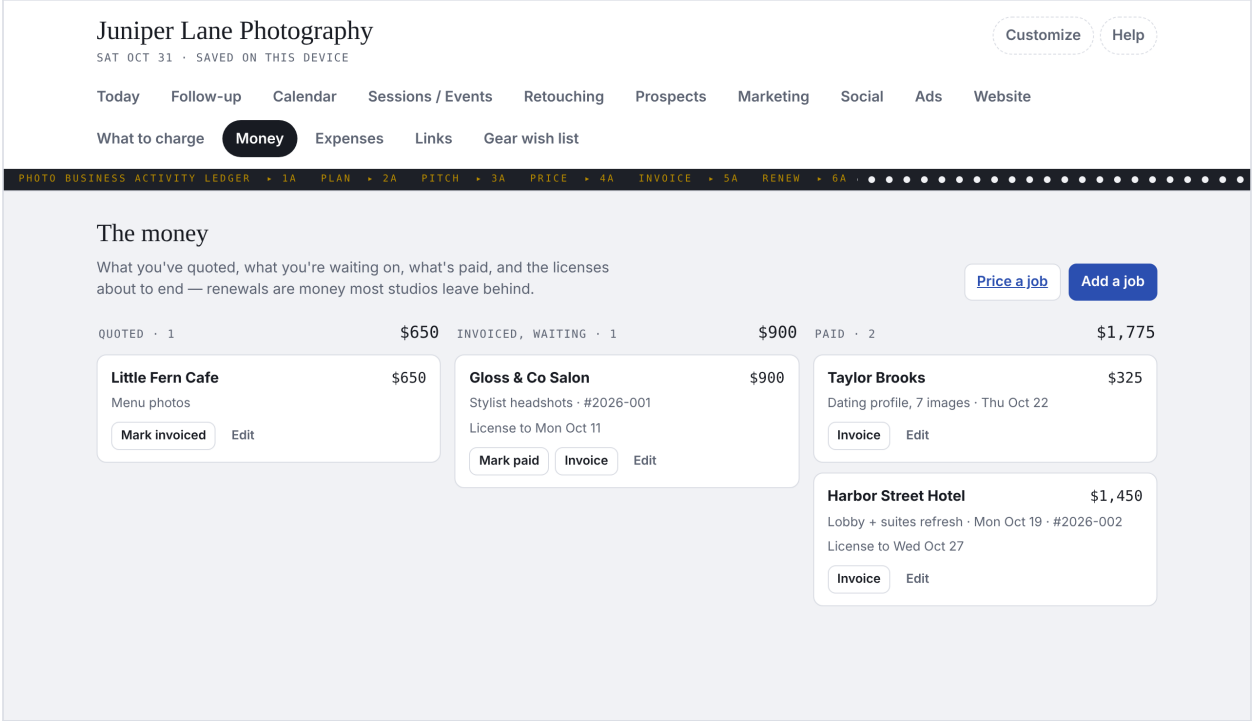
How to use it

1. Enter your hourly rate, hours on site, final images and editing time per image.
2. Choose who the client is, where the photos will run, for how long, and whether it's exclusive.
3. Read your range and suggested quote on the right.
4. Click **Copy quote** to send it, or **Save as quote** to add it to Money.

> **Tip** These are planning estimates, not pricing advice. Quote near the top of the range for bigger brands or rush jobs.

TAB 13

Money



What it's for. Every job from quote to paid, with ready-to-copy invoices and reminders before licenses run out.

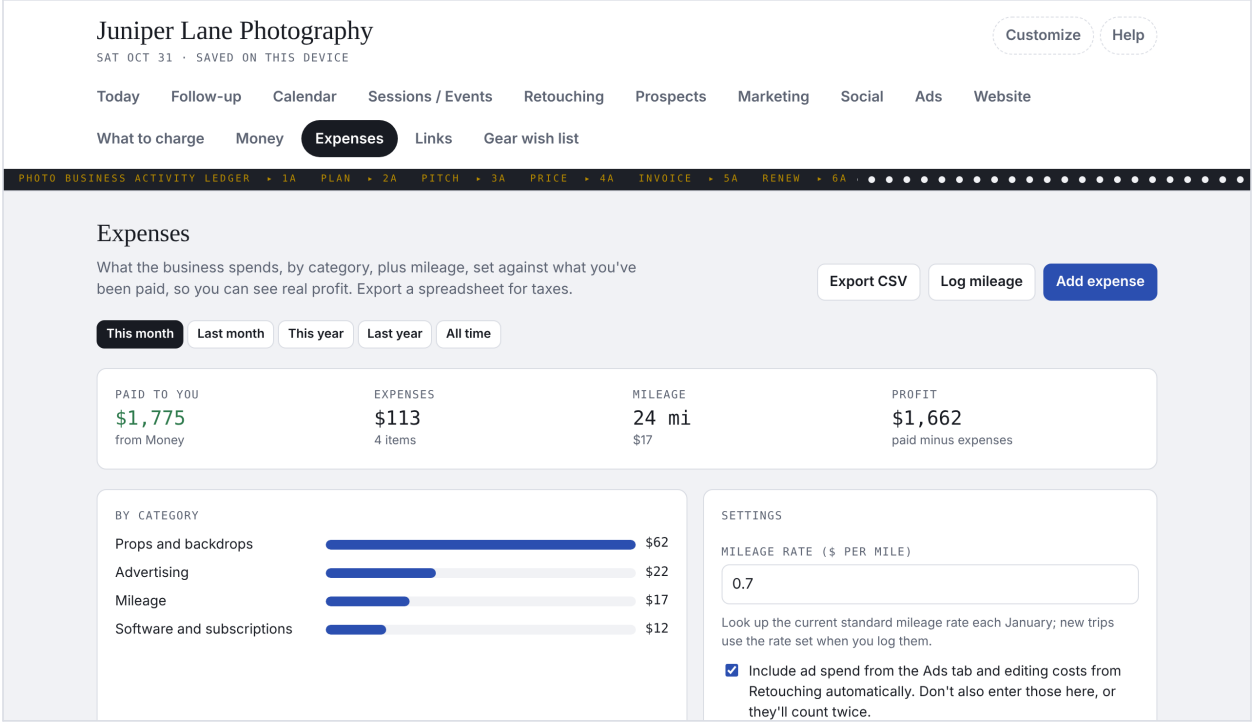
How to use it

1. Jobs move across three columns: **Quoted**, **Invoiced, waiting** and **Paid**.
2. Click **Mark invoiced**, then **Invoice** to copy an invoice with the license terms and your payment details.
3. Click **Mark paid** when the money arrives.
4. Licenses ending in the next 60 days appear at the top. Copy the renewal note and send it.

> **Tip** Renewals are money most studios leave behind. Check the renewals list once a month.

TAB 14

Expenses



What it's for. What the business spends, by category, plus mileage, set against what you've been paid, so you can see real profit.

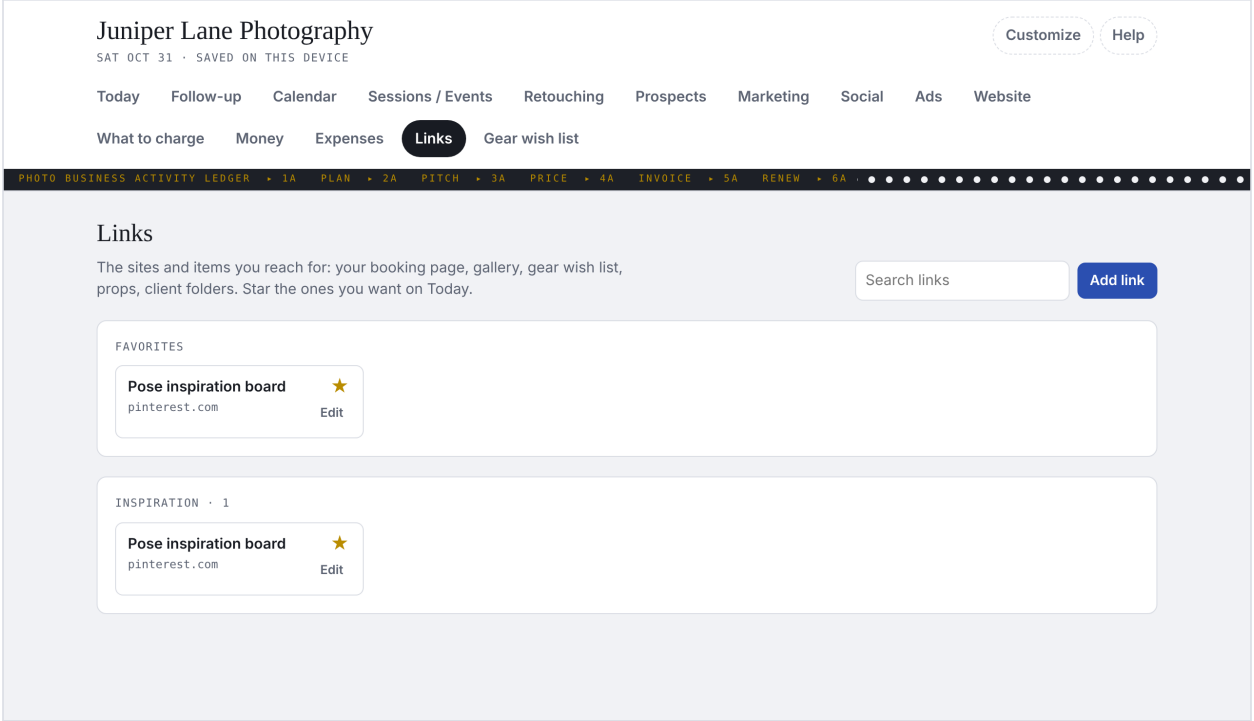
How to use it

1. Click **Add expense**: date, amount, category, what it was, and a receipt link.
2. Set your mileage rate on this tab, then **Log mileage** for trips to sessions.
3. Pick a period: this month, last month, this year, last year or all time.
4. Click **Export CSV** for a spreadsheet to give your accountant.

> **Tip** Ad spend and editing costs come in from the Ads and Retouching tabs automatically, so don't enter them twice. This is a planning record, not tax advice.

TAB 15

Links



What it's for. The websites and items you reach for: your booking page, client galleries, gear, props and inspiration.

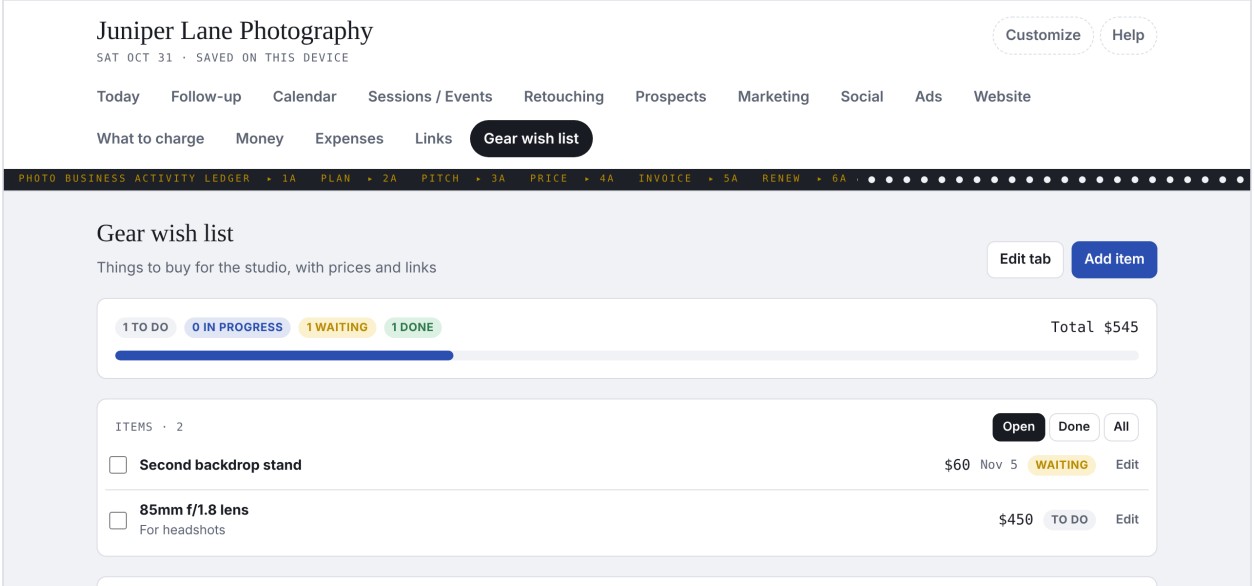
How to use it

1. Click **Add link**: name, web address, category and a note.
2. Star a link to make it a favorite. Favorites show as quick buttons on Today.
3. Use the search box to find a link fast.

> **Tip** Star the three or four links you open every day.

YOUR OWN TABS

Your own tabs



What it's for. Anything the other tabs don't cover. A gear wish list, a wedding to-do list, content ideas, a styled-shoot plan, vendor contacts.

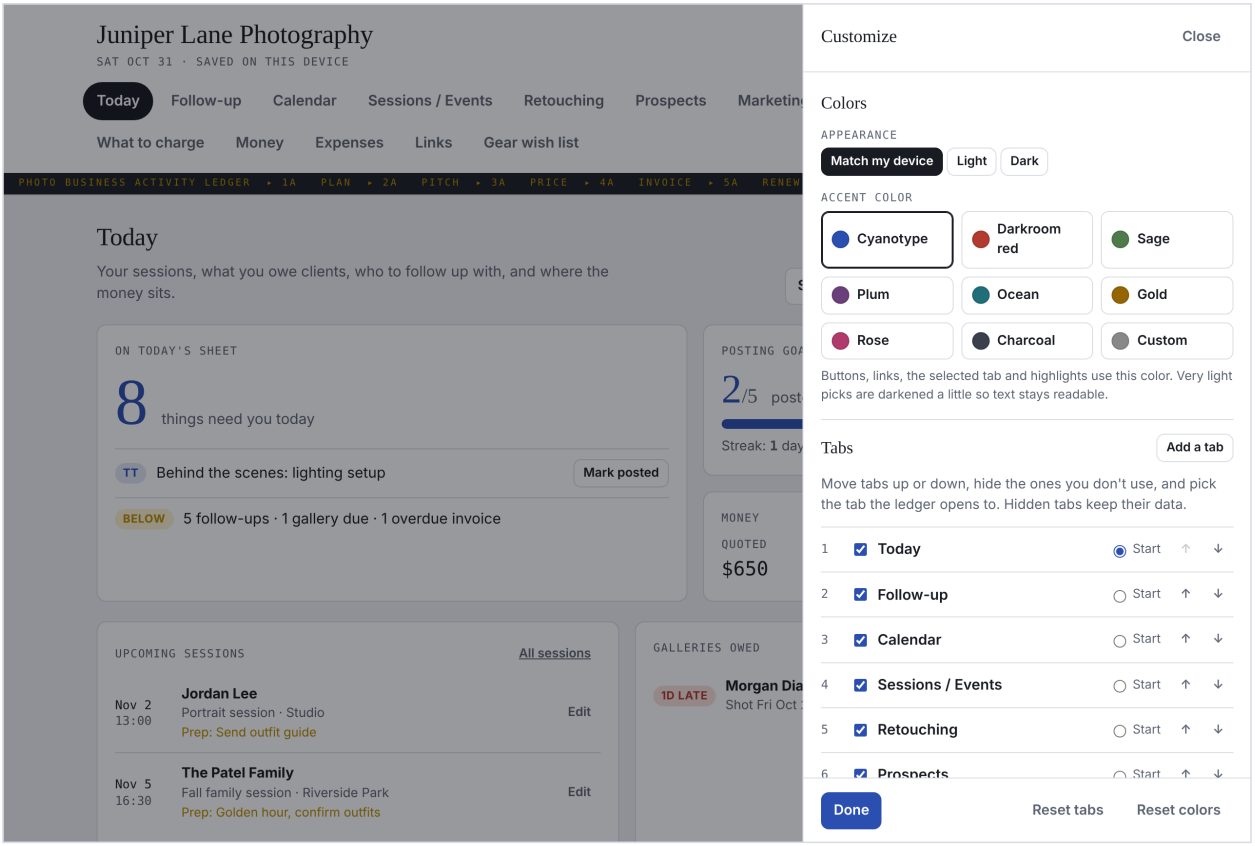
How to use it

1. Click **Customize**, then **Add a tab**. Give it a name and a line about what it's for.
2. On your new tab, click **Add item**: a status (To do, In progress, Waiting, Done), due date, amount, link and notes.
3. Tick an item to mark it done. Use the Open, Done and All filters, and the notes box at the bottom.
4. Items due within a week show up on Today. **Edit tab** renames or deletes it.

> **Tip** Amounts add up at the top, so a wish list shows what it would all cost.

MAKE IT YOURS

Colors and tabs



Click **Customize** at the top right.

- **Appearance:** match your device, light or dark.
- **Accent color:** eight colors to choose from, or **Custom** for any color, such as your brand color.
- **Tabs:** move tabs up or down, untick ones you don't use (their data is kept), and choose **Start** for the tab it opens to.
- **Reset tabs** and **Reset colors** put things back.

Keep your data safe

With the standalone file, your ledger lives in that browser. A backup is the only copy that survives a cleared browser or a new computer. With Claude it's saved to your account, and a backup is a good extra copy.

1. Open **Studio settings** and click **Export backup**. A file named photo-business-ledger-backup-[date].json downloads.
2. Keep it somewhere safe, such as cloud storage. Do this every week or two.
3. To restore or move computers: open the ledger, go to Studio settings, click **Import backup** and choose the file.

Standalone file: always open it in the same browser, not in a private window, and keep the file in one place. Otherwise it can open empty.

If something looks wrong

IF THIS HAPPENS	DO THIS
My ledger opens empty	Use your usual browser in a regular window, from the same file location. Still empty? Import your latest backup. With Claude, check you're signed in to the same account.
A tab is missing	It may be hidden. Click **Customize** and tick it.
Copy buttons don't copy	The text opens in a box instead. Select it all and copy.
I got a newer file	Export a backup from the old file, open the new one, then import the backup.

Getting help

- Click **Help** at the top right for notes on every tab.
- The full step-by-step reference is the *Photo Business Activity Ledger User Guide*.
- Want to see a filled-in example? Open the sample ledger: a made-up studio you can try anything in, with a Reset sample button.

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