SPECIALIST TRACK: MARKETING FOR PHOTOGRAPHERS, VIDEOGRAPHERS AND CREATIVES

Usage licence and credit line builder

Lesson: Copyright, usage licences and credit lines · about 15 minutes

Write the licence terms and pricing you will use every time someone asks to use your work.

Your business (name, service, main city):

1. List the four groups who most often ask to use your images or videos, and what each usually wants to do.

2. Write your client licence and your vendor licence in plain words, two or three sentences each.

3. Set your commercial licence formula: base fee, media factors, term factors and exclusivity factor.

4. Price one real or likely request with your formula, including HST if you charge it.

5. **Write your standard credit line for social media, web and print, and your friendly reminder message.**

Check: can you now

- Draft a plain-language usage licence covering clients, vendors and commercial users
- Price a commercial licence for a corporate or vendor request using a simple formula
- Write a standard credit line and a polite script for handling uncredited or unlicensed use

One change you will make this week