

## Free-to-Paid Drone Strategy Checklist

### Step-by-Step Strategy to Build Credibility & Start Charging

- Identify 3-5 free or low-cost projects that offer portfolio value
- Get permission and clearly explain your goals to clients
- Capture both photo and video footage during these projects
- Edit content professionally using basic editing software
- Upload final work to a clean, organized online portfolio
- Request a short testimonial or review from each client
- Group content by niche (real estate, scenic, events, etc.)
- Design a simple rate sheet with starter pricing
- Begin pitching to local businesses, agents, or planners
- Share portfolio and rates via email and social media
- Transition out of free work after 3-5 shoots
- Continue improving your portfolio with each paid project