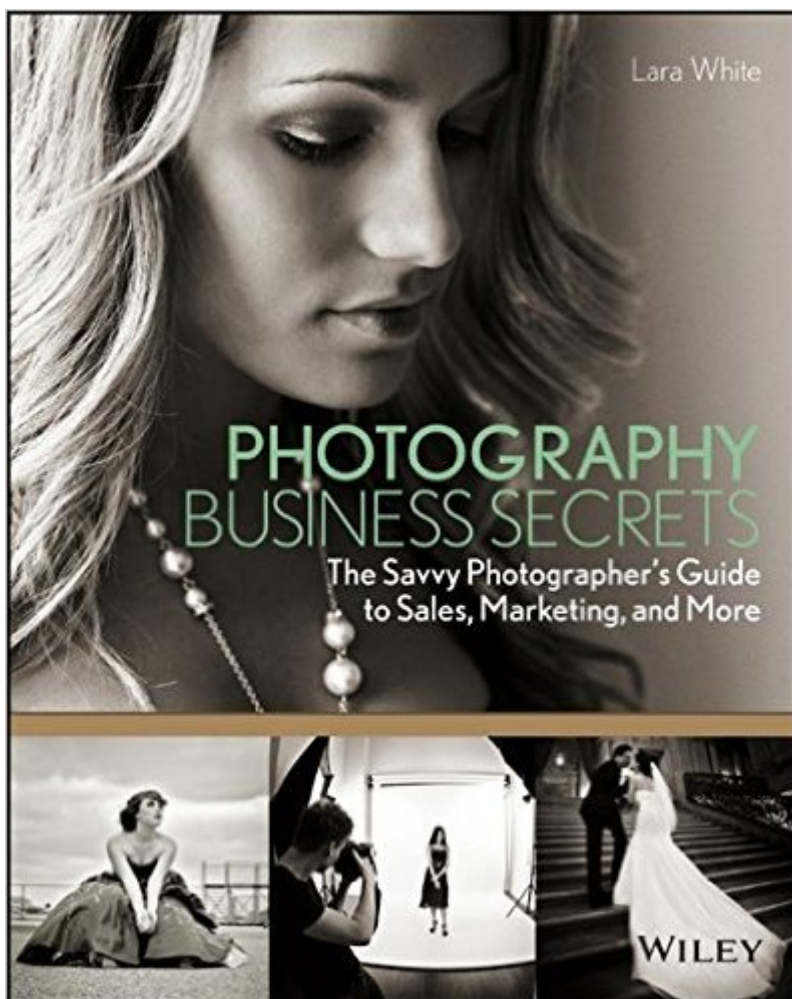


The book was found

Photography Business Secrets: The Savvy Photographer's Guide To Sales, Marketing, And More



Synopsis

Give your photography business an edge with these professional insights. There are already more than 150,000 professional photographers in the U.S., according to Department of Labor statistics, and thousands of serious amateurs are continually seeking to become established. Whether yours is a new or long-standing photography business, you have plenty of competition. Lara White has collected the best advice from her popular photography business website, Photomint.com, into this guide for your reference. She covers establishing your brand, defining policies, setting prices, creating a marketing plan, networking, and a great deal more. Photography is a rapidly growing industry, placing both established and beginning photographers in tough competition for business. Author Lara White runs a popular website teaching successful business strategies to photographers; this book collects and organizes valuable information to help newcomers get started and existing businesses grow. Covers business fundamentals including establishing a brand, defining studio policies, setting pricing, creating a marketing plan, understanding your audience, networking, and effective social media marketing. Provides proven tips for building a successful photography business. Photography Business Secrets is packed with advice that can help your photography business succeed and thrive, even in today's economy.

Book Information

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Customer Reviews

"A successful photography business is 20% photography, 80% business". Lara White says this right at the beginning of her book and continues to remind the reader right up until the end. In fact, she

places so much emphasis on this fact that it might discourage some photographers from ever going into business. That's a good thing. The book has four sections: moving from a hobby to a business; business fundamentals; sales and growth; and marketing. Each of the chapters in each of the sections emphasizes the practical aspects of the business of photography. As I read the book it was as if White had my checklist for the things that I look for in a book about the business. For example, she made it clear that any photography business has to cover living expenses in setting prices. This might seem self evident but many of the books on photography business don't even mention this. I also liked the fact that she continually emphasized the importance of continuously (but diplomatically) selling. In fact, her book covered every point that someone in the business, whether just starting out or already on the road, needs to keep in mind. On the other hand, I wished that she had gone into greater detail. It's nice to know that you need a marketing plan, and to know what should be in it. It would be even nicer to have a sample marketing plan, not to copy, but to give an even better idea of how to create one. Similarly she often talks about software for running one's business but doesn't recommend brands. Perhaps it is contained in the resource guide on her Photomint website, which she regularly referenced, but in order to access the guide I had to register in a process that gave White access to my Facebook friends and other public information, which I found too intrusive.

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Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management)
PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography)
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Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business)
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