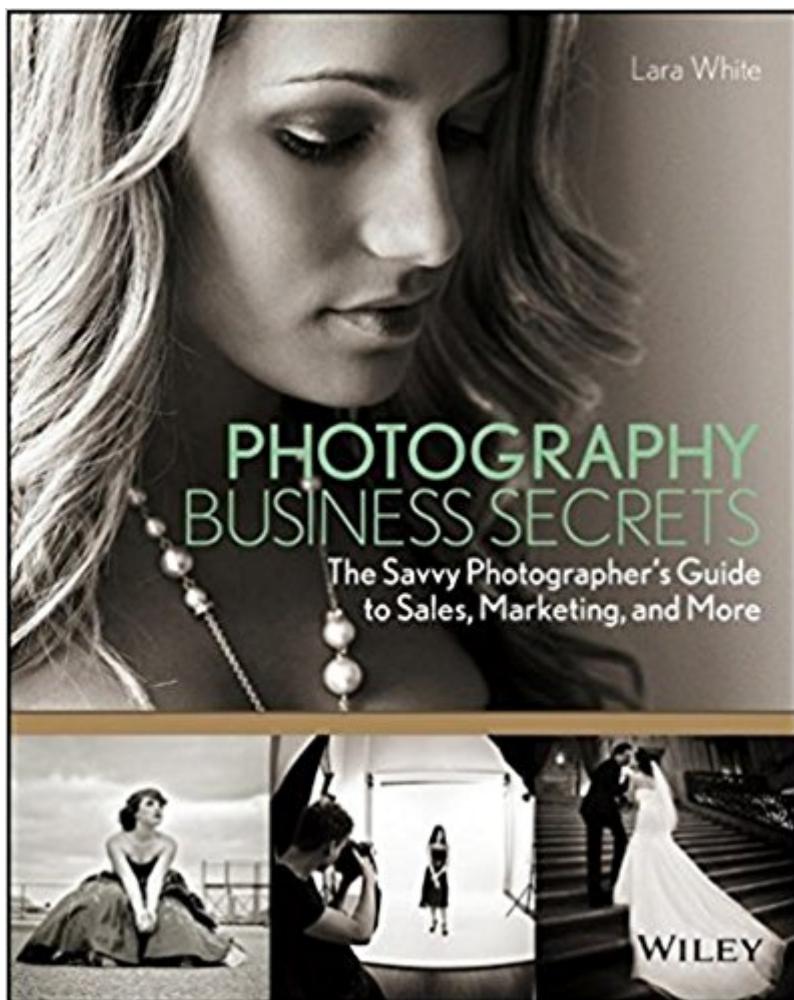


The book was found

# 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**

an ideal book to take a look at if you are thinking of becoming, or have recently become, a professional photographer earning money from your work (ePHOTOzine, April 2013) An often taken

for granted, but crucial part of becoming a professional photographer. Sound advice, well delivered. (Digital SLR Photography, July 2013) Including useful graphics, tables and photos, it's an informative, honest book. (What Digital Camera, January 2014)

A successful photography business is 20% photography, 80% business. What sinks so many photo studios? It's not the quality of their work. It's failure to recognize they're running a business. That's why this book is not about planning a shoot, choosing lenses, or using Photoshop. It's the essential, no-nonsense guide to running your photography business. Lara White has a proven method for getting control of your business so it doesn't control you. Whether you're ready to step up from hobbyist to professional photographer or you're already in business and feeling overwhelmed, this photography course in a book will get you on track. Learn to: Choose your niche and your market Gain experience and build your portfolio Understand and craft the right photo business plan Cover critical accounting, legal, and insurance functions Develop your brand, identify the products you'll provide, and establish pricing Determine your photography marketing strategy and make sales Meet and exceed your clients' expectations Find more resources at [www.PhotoMint.com](http://www.PhotoMint.com) to help your photography business succeed

This book is chock full of information for anyone running or starting a photography business. Lara covers so many things in this book that until now have been neglected leaving photographers to figure it out for themselves for far too long. From making the transition from hobby to business, to marketing, to work flow, to pricing, you name it, she's got it covered. Lara's writing flows well and is easy to comprehend. It is detailed enough to be helpful without bogging the reader down with needless rabbit trails. The order of the book is well thought out and leads the reader step by step through the process of establishing and running a photography business. I really like that she gets you thinking about the big picture as well as the details. Speaking of pictures, there are lots of pictures in this book and I did find myself wondering why they were included in the book as I read it. But they are quality photographs and while they do not seem to add to the book they in no way detract from it either. In the end no matter how you look at it this book is a well written and much needed recourse for photographers. As both a photographer and a business consultant I highly recommend this book for anyone who wants to either start a photography business or improve the one they already have. In short "Photography Business Secrets" is something that until now has been lacking in the vastly over crowded world of photography books.

I have a MBA in Marketing and I assist my husband in marketing his photography business. I was unsure if this book would have anything new for me. However, it is filled with ideas, websites and tips I could implement right away. The book saved me from hours of online research and having to learn things the hard (and slow) way. I have lots of pages bookmarked for future use and I have lots of action items and inspiration in the pipeline now. A must for anyone looking to take their photo business to the next level. Well worth the investment.

This is a book that tells you how to run a successful photography business, not how to take good photos. It comprehensively covers pretty much everything you need to know about setting up your business, business planning, sales & marketing & maximizing profits in a straightforward no nonsense way, explaining the pitfalls & giving lots of real life examples from successful photographers. I had a long corporate career so much of this is second nature to me, however I did still get some useful ideas from this book, & I am sure that anyone without business experience would find it invaluable.

Laura and her husband have a no nonsense attitude towards their book. There is no sugar coating here and they tell it like it is. Their stories are inspiring but they do warn you to not take the decision to go into this profession lightly. Their emphasis is on wedding photography, but their advice applies to all genres of the profession.

This book changed the trajectory of my entire business. I never thought it was possible to make so many changes in just a matter of months. I read this book in a week, than flipped to page 1 and started over again. I would recommend this book to EVERY photographer who needs BUSINESS tips/tricks. I am now offering more to my clients than ever before. I am doing more for my brides than any photographer in my market. This book is gold.

I have been running an active photography business for about 7 years now, and even having been through that grinder, I have found this book full of information and tips that I can use to make things better, more streamlined, easier. I wish this book had been available when I started out, it would have spared me a lot of time and headaches! It should be an essential read for anyone who is just beginning turning their photography passion into a business. The book is chock full of information and resources, and very clear examples. It is also well organized, easy to read and graphically beautiful. You might want to read it with notebook and pen nearby for notes, as you will be making

many!

I have been in business since 2009 and I have bought a few photography business books. This one stands out. It is written with so much honesty about pricing, marketing and the hard yards needed to run a successful business. The book is beautifully put together with the chapters easy to navigate. Mine now has several stickynotes attached to it to refer back to. It has stuff in it that I have been meaning to do but felt too overwhelmed because I just didn't know where to start. Now I do. Very happy with this purchase and I highly recommend it.

This book really explain the business of photography, for the novice who is considering photography as a profession. It explains photography in realistic way, from the perspective of the various types do the profession i.e. wedding photography , vs landscape etc. everyone with a digital camera think they are photographers. This book explains what the business is all about.

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