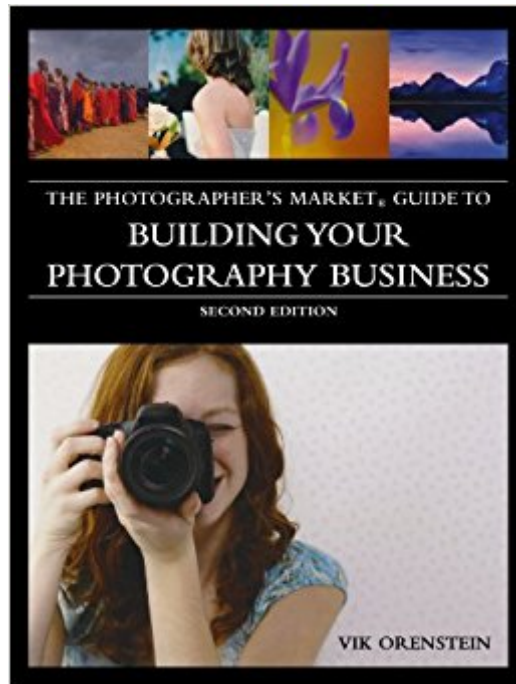




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The Photographer's Market Guide To Building Your Photography Business



Synopsis

Make Money Doing What You LoveThe Photographer's Market Guide to Building Your Photography Business, Second Edition is an all-in-one resource full of practical advice to successfully start or maintain your business. Experienced photographer, studio owner, and photography teacher Vik Orenstein provides you with the skills you need for every aspect of your photography career. Whether you're just starting out, are looking to revamp an existing business, or have been in the business for years, find out how to make the most of every photo you take. In this revised edition, you'll learn how to:

- Harness the power of digital photography
- Target your audience through online marketing
- Find your niche (or shift to a new one)
- Craft a solid business plan
- Network professionally with other photographers
- Showcase and price your work
- Get support from accountants and lawyers
- Create a strategic path for your business at every stage
- And more!

Orenstein and other photographers from a variety of specialties give you firsthand insight into the many facets of this evolving field. In addition to more than 100 color photos, you'll find the know-how and encouragement you need to successfully build your portfolio and your career.

Book Information

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Customer Reviews

A photographer, author and teacher, Vik Orenstein has owned and operated Kidcapers Portraits and Tiny Acorn Portrait Studio for twenty years. She has shot for such commercial clients as Nikon, Pentax, Microsoft, and 3M. She teaches the art of photography online at betterphoto.com. Her

Websites include: vikorensteinphotography.com, www.vikskidcapers.com, and www.omgphotography.com.

The book is full of useful information. Maybe it won't be an eye-opener as much of it is well known, but it is still very handy to have all the insight gathered in one place

This is a great book if you're in the stages of deciding whether or not to become a professional photographer. The author explains both the pros and cons of beginning your own business and what to expect along the way. Orenstein provides helpful tips and techniques without leaving a single detail out. You will be fully prepared to jump right in the business world of photography after reading this book!

Doesn't help at all.

Super useful book

I love this book! It was filled with useful information that was easy to understand. I enjoyed the different point of views from multiple professional photographer's in a variety of markets. A very nice resource!

Excellent book for photographers for all demographics! Recommended to all fellow friends/photographers who is looking for a little money on the side and starting a business...

Love this book! Very insightful

:)

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