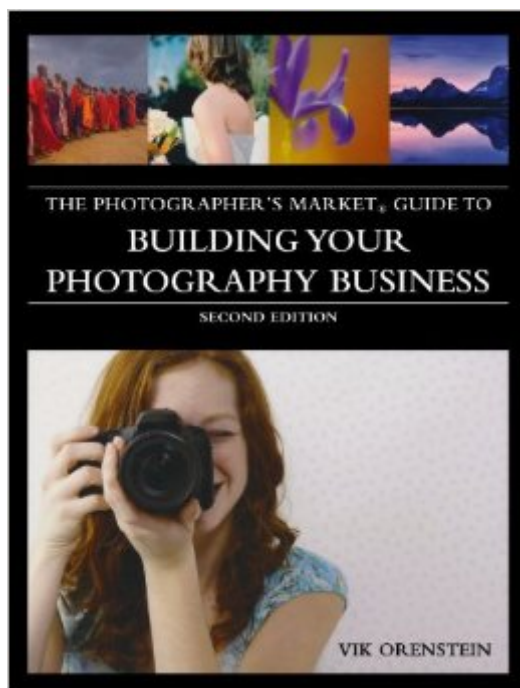


The book was found

# The Photographer's Market Guide To Building Your Photography Business



## Synopsis

**Make Money Doing What You Love**The 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

This book took a long time to read, since it was exceptionally boring. Not to mention the constant typos and spelling errors all over the place (was this book even proof-read before press?? Sheesh! I eventually lost count.). The book doesn't really tell you how to start a business. All it really is a book

full of the author's own photos along with countless interviews with other established photogs (mostly if not all Minneapolis-based) and some of their own photos. I read it all the way thru, hoping to find some insight on how to start my own business, but it never came. Just general things about the business itself and how people got in the photog business, and the authors own stories about hers. It seems to be more geared toward owning a studio since the author has 2 studios herself.

I'm in the process of starting my own business but I didn't know where to start. This book has given me direction. I recommend it to anyone starting a photography business that simply needs to know "How do I do this?" The interviews are great because you see how others started but also how opinions differ between photographers/business owners.

Required textbook for my photography business class. Maybe a little wordy - but what textbook isn't? Photographers with any aspiration to sell their work need some insight to the business side of the work.

Great book to inspire that inner business in yourself! Most of the book is first hand stories about how to start a photography business by photographers around the U.S. Great read and really motivates you while also teaching you from those who have had the previous "uh oh" experiences!

I enjoyed this book however I think that it needed more information, especially when it comes to pricing products. I felt that the book needed more in that area. Overall it is a good read. I do think this book has great information and has enough to get started structuring your own business. So I would say for a starter guide, it's good. It answers questions that I hadn't thought of.

I happen to be the business mind in our studio, but knew little about photography when I started. This book had many little tidbits which helped me. It would really be helpful to photographers who are not business minded and want to know how to make a great start to making their photography a full-blown business. If you have a business degree and are looking to get into photography this is NOT the book for you. If you are an amateur photographer looking to go Pro, a definite read!

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!

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!

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