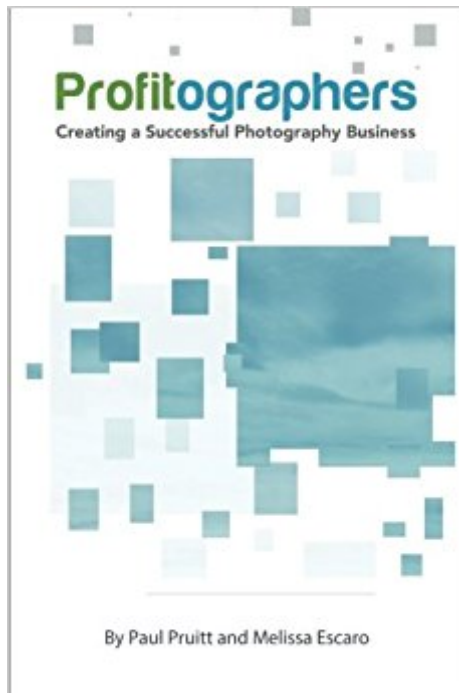




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# PROFITographers: Creating A Successful Photography Business



## Synopsis

Opening a photography business requires more than a digital camera and a great eye for photography. To compete with the thousands of professional photographers flooding the market, photographers need to know essential business basics. Statistics show that most small businesses fail within two years, and a lack of business knowledge is a problem that contributes to business failure. Whether you are preparing to start a photography business or you have recently started a business that is struggling, *PROFITographers: Creating a Successful Photography Business*, will teach you the business basics you need to know to achieve success. This book is not about teaching the basics of photography – it will teach photographers the basics of running a successful business, offering step-by-step instructions that can be followed to start earning an income from a photography business. *PROFITographers* is a helpful guide that can help photographers navigate through the difficult parts of starting a business, such as pricing, contracts, marketing, and in-person sales. This book offers a comprehensive guide to starting a photography business. This book will teach photographers:

- How to set goals for your photography business
- How to create a plan of action to accomplish your business goals
- Tips for figuring out the net amount of money you need to make
- How to calculate your cost of doing business
- What every photographer's "perfect day" should include
- Important photography business mistakes to avoid
- Essential legal and liability issues to consider when starting a photography business
- How to set service and product prices for your photography business
- Tips for presenting photos to clients
- The benefits of photography in-person sales
- Dos and Don'ts of closing a sale
- How to handle client objections effectively
- How to ask for a sale
- Tips for recognizing and using body language when making a sales presentation
- How to identify your ideal client
- The basics of branding
- Marketing/Sales 101
- Tips for creating effective marketing materials
- Offline and online marketing techniques
- And so much more!

| With a copy of *PROFITographers*, photographers will learn essential, proven business techniques that can be used to create and grow a successful photography business. Written by the successful photography team, Paul Pruitt and Melissa Escaro, this book teaches photographers business basics that they have learned in their decades of business and photography experience.

## Book Information

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Average Customer Review: 4.7 out of 5 stars 16 customer reviews

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## Customer Reviews

Paul and Melissa both run a very successful and profitable photography business that is based in Wilmington, Delaware. They actively run a positive online community of like minded photographers that want to create and run profitable and successful businesses. They also have a free weekly podcast called PROFITographers that thousands tune into every week for their words of wisdom. Both Paul and Melissa travel the globe to teach others through their seminars, workshops, one on one private mentoring, and more. You can also find them routinely as guest writers and hosts on industry publications and broadcasts. Melissa is a successful published author, national speaker, life coach, and certified NLP practitioner, with a background of multiple degrees in human psychology fields. She not only gives insights to their photography business, but also helps others with overcoming stress and teaching mindset methods for entrepreneurs and business owners. Paul's knowledge and background has taken him from the national stage teaching tens of thousands of sales people in other industries as a national sales trainer, to being named one of the 30 under 30 in the world by the National Association of Realtors, back when he owned 8 real estate offices and had over 200 agents and employees under him. Paul brings his knowledge, background, and skill set to teach others how to build and maintain a successful and profitable business. Paul and Melissa not only teach, but walk the walk everyday of running their own successful and profitable photography business!

This is literally my first review I have ever done on . So, let's get to the point. I own 2 paper copies and an ebook copy of this book. I absolutely love it. I originally ordered one paper book but after a few hours it was covered in sticky notes and highlight. Than I forgot it at home so I got the ebook to continue on. Than bought the second paper book just to have one in my reference books that wasn't all highlighted. This book is great for beginners to pro. We all have something to learn. It's easy to read and understand no BS just a fellow photographer wanting to help out others follow there dreams too. Thank You Paul and Melissa you guys are amazing.

Great book full of incredibly helpful information geared towards the business side of photography. Coupled along with an amazing online forum of mutual photographers... The information given by Paul and Melissa is endless.

Excellent book. Very helpful and full of practical knowledge and tips. Great for those who are just learning the trade or for those who jumped in with no guidance.

Really did not learn a lot from this book. You can learn more or just as much off Facebook groups for free

Amazing book! Great insight! Love the way this details out everything that is needed to know about the business side of photography!

It is an amazing book! If you are looking for tips on how to be a successful photographer, get this book!

Everything you need to know right here.

Great book, thank you!

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