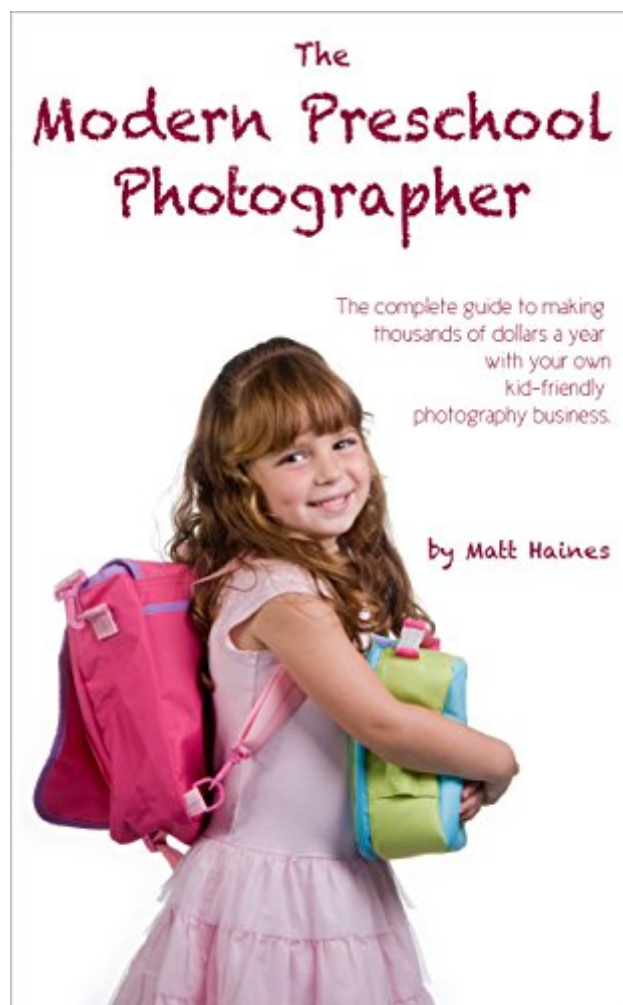


The book was found

The Modern Preschool Photographer: The Complete Guide To Making Thousands Of Dollars A Year With Your Own Kid-friendly Photography Business.





Synopsis

There is a "new school"™ of preschool photography, primed to take over from the national companies who have been doing it for decades. New technology and increased parent expectations gives you, the individual photographer, a huge advantage over these national companies. While they move and change slowly, you can be nimble, respond to new opportunities, and build your business with a level of quality and personal service that they can't compete against. You can make thousands of dollars per year, because you have many fundamental advantages over the big companies. And it's a lot of fun. This book covers everything you need to know about starting and growing your own preschool portrait photography business. You'll learn lighting for indoor and outdoor locations, how to market to schools, working with parents and administrators, and - most importantly - how to work with children so they make smiles parents want to pay for!

Book Information

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Customer Reviews

As a portrait photographer I've done family portraits but never done pre-school photography. After doing a quick search a few days before my 1st pre-school photo day I came across this book and found it to be very useful. There are a few typos (i.e. missing words from a handful of sentences) and

the typography on the cover is very whimsical but the content is valid. The author doesn't force his way of doing things. He simply states what works for him and offers it as a stepping stone in how to approach similar assignments.

Having done preschool photography before, I found this book to be very thorough in its presentation of what one would have to deal with to do it. From finding the clients, to shoot setup possibilities, to the myriad of children's moods, equipment, post processing and sales to the future business opportunities and new doors opened through this exposure. (No pun intended!) Recommended for serious photographers looking for some rewarding seasonal income.

Was thinking that maybe I could turn my photography hobby into something that could make some money on the side, but didn't want to setup my own studio or have to do wedding photography. A friend mentioned how they were doing really well taking preschool photos awhile back, and now that my kids are in preschool I see how much money we fork over for this, I put two and two together and figured this would be a good way to see if I could make a little coin. I like this book because it is very actionable, it isn't a bunch of bluster but gives you step by step instructions on how to do this. It starts out with the WHY, which if you are like me will get you fired up. Says who this business is for and what you can do with it. It sounded right up my alley so I dove in. It then mentions what equipment you need, which SPOILER ALERT you don't need too much, a camera, a tripod and good lighting are what you need, of course the book gives a lot more detail, but it's nice to know you can start simple and if you start getting some cash flow put that money back into the business and buy a nicer camera, etc. The awesome thing is since you now have a photography business, you can write off all of your photo gear on your taxes! Think off all those nice shiny photography toys you want, now you can buy them, use them for the kids photos, use them for your hobby, and write them off on your taxes. Win win! I like that you can make this book as simple or as detailed as you need to. Just want to start but don't want to get overwhelmed? You can with this book. Already started but want to take your business to the next level? You can with this book. Really loved the section on how to work with children which was the part I was scared the most about. I had no idea how bad I've been doing it until I read these tips, and they have made my life a lot easier! Now I'm not all roses on this book, the formatting needs work, at least in the Kindle Cloud Reader on my PC I can't click on a section and go to it which makes moving around the book cumbersome. Also the page numbering is kind of messed up, I hope this is just in the Cloud Reader and isn't a deal killer but is just a note on how it could be improved. In summary this book took me from an armchair

hobby photo guy wondering how I could jump into the business side of things to a guy who is now taking action and setting up a business. There is so much opportunity out there, you just have to take action.

This is an incredibly detailed, information-filled instructional book on the subject of preschool photography. I found it extremely helpful and as a bonus it was at times entertaining and funny to read. The author breaks down the specific type of equipment that is needed, walks you through the step-by-step of the actual picture day and also included strategies for marketing including sample cover letters to school administrators. I especially found the many diagrams for lighting and props extremely useful and practical. This is a must-read reference for professionals considering preschool photography. Bravo!

There is a wealth of very useful information specifically dealing with photographing children such as ideas for cute poses, candid reactions, etc. The techniques regarding camera settings and lighting can also be applied to portraiture in general. This book is an excellent comprehensive resource for anyone who wants to make this market part of their business or supplement their income. I want to thank the author for a well-written book that is not too technical while providing everything I need to know to get started.

Having never shot preschool photos before, I found this book incredibly helpful. Not only is it extremely informative, but it is fun to read. Matt's great personality comes out in the writing, and his profound knowledge of lighting and photography comes out in the great information provided. Matt does a great job covering all the bases, writing about how to get started, what gear you will and won't need, and how to have a relationship with your subjects, and their parents, principals, etc. I highly recommend this book to anyone working in the professional portraiture business. The information isn't just useful for school photos!

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