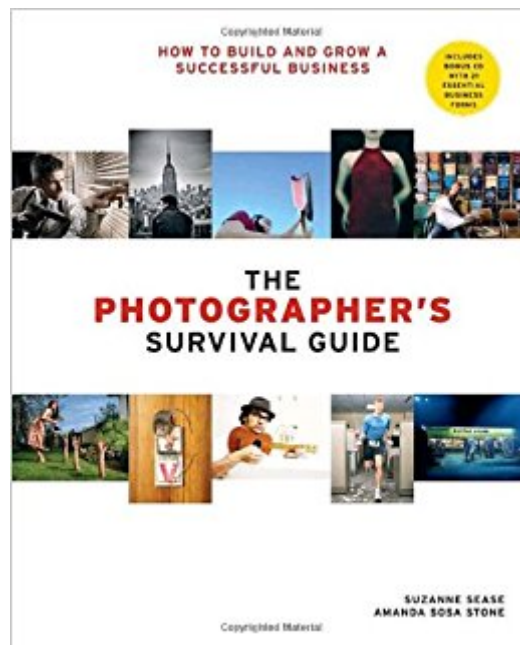


The book was found

# The Photographer's Survival Guide: How To Build And Grow A Successful Business



## Synopsis

Practical, real-world advice for commercial photographers At last, a down-to-earth, no-nonsense guide that provides guidance and tools for all levels of photographers—from those just starting out to those who want to move to the next level. Turn to this book for ready-to-use guidance on navigating the ins and outs of the industry, including:

- Establishing a recognizable style that is all your own
- Creating a website and portfolio, including costs, selecting images, and working with a designer
- Building, buying, and using contact lists and databases; creating e-mail blasts and printed promotions; and person-to-person meetings with buyers
- Estimating, bidding, and negotiating your fee
- Doing the job: prep work, the actual shoot, post-production, and billing
- Understanding the stock photography business

The book considers those uncomfortable "What do I do?" moments and presents tips from industry insiders, including how they make buying decisions. The Photographer's Survival Guide is also a resource that lists portfolio makers, website builders, printers, and database services, as well as deadlines for important photography contests. An appendix explains usage terms the savvy photographer must understand. The accompanying CD contains 21 invaluable forms and templates for an annual budget, a database of contacts, estimate and invoice forms, releases, terms and conditions, and more that photographers can download.

## Book Information

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## Customer Reviews

SUZANNE SEASE and AMANDA SOSA STONE are consultants to photographers on creative and business aspects of their careers. Sease has been an art buyer for the Martin Agency and

Kaplan-Thaler, working with such clients as Capitol One, Clairol Herbal Essence, and AFLAC. Sosa Stone worked with industry icon Elyse Weissberg and was the photo editor for Weissberg's *Successful Self-Promotion for Photographers*, before becoming an art buyer for FCBNY. Suzanne Sease and Amanda Sosa Stone travel around North America presenting a seminar that gave rise to this book. Sease lives and works in Richmond, Virginia; Sosa Stone in Orlando, Florida.

At first glance, this is an excellent book. It has great information and lots of motivational statements from industry professionals. Just know that this book is geared primarily for those in the commercial photography field. It has nothing really to do with those working in the portrait or "retail" market. Some of the tips can carry over to that market but the book is loaded with information for newbies in the commercial field. With all that praise being handed out I did notice a constant undertone in the book. That is the message that you need to hire representatives and consultants. In almost every chapter there is some insinuation that you can't make it without someone else helping you find a direction or helping set your own style. I'd say it was worth the money invested.

I enjoyed this book and found great information; however, the authors do not explore in depth the subjects. For someone who is completely unfamiliar with this, this book is an excellent start and will enlighten them on many topics. I recommend the photography business books by Richard Weisgrau and John Harrington. Those two authors go into incredible depth and fill in the missing gaps of this book. There are many images which are at times quite helpful and at other times, seem more like fillers. There are many links to products mentioned which are great starting points but I felt I was being heavily advertised to. Overall, I thought this book to be useful but paying \$20 for it... I would recommend you borrow it from the library instead of paying for it.

If you are trying to break into the commercial photography business and you don't really know how to get "those" clients this book will clear it up for you. Have you seen work out there and thought to yourself - "That's what I want to do and I can do it, but how do I get connected? How and where do I advertise? What kind of presentation do these buyers expect? How are those big campaigns executed?" This book explains all that and gives real life examples, with names. If you shoot weddings and senior portraits you can advertise locally to the general public but that doesn't work for commercial photography. Commercial art buyers are not looking for talent in your local paper. I've learned this out the hard way..... The authors have a free webinar available which covers many of the topics in the book. The book is basically a more detailed extension of the webinar and

all the notes that you would want to take from the webinar. Plus you can own it forever and the webinar may not always be available. Check it out here: [...] Scroll down to December 16 I recommend this book as your first investment into your new/reinvented career. Bob

I'm a burgeoning photographer with a lot of questions on how to turn this expensive hobby into something lucrative. Lo and Behold this book crossed my eyes. I flipped through the pages in a local bookstore and had to have it-- Just not at that moment, or the retail price. Purchased this book with the cd, and I now have a better understanding of how this industry works, not totally. But enough to not have delusions of grandeur without knowing basics. Worth the purchase.

Every photog should have this text in their resource bag. It's an easy read and packed full of valuable info on getting your business up and running and to keep it running efficiently. A good read and valuable resource.

Do yourself a favour and buy this if you need to move ahead in the professional world of photography. Great links and scenarios throughout the entire book.

For anyone thinking of going into or already are in the field of commercial photography this book is your bible!

IF YOU EVER WANT TO START YOUR OWN PHOTOGRAPHY STUDIO I FOUND THIS BOOK TO BE VERY INFORMATIVE. BEFORE I OPENED MY BUSINESS I GOT THE BOOK FROM MY LIBRARY SEARCHED ON AND GOT IT ON EBOOK. AND I STILL USE IT FOR REFERENCE

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