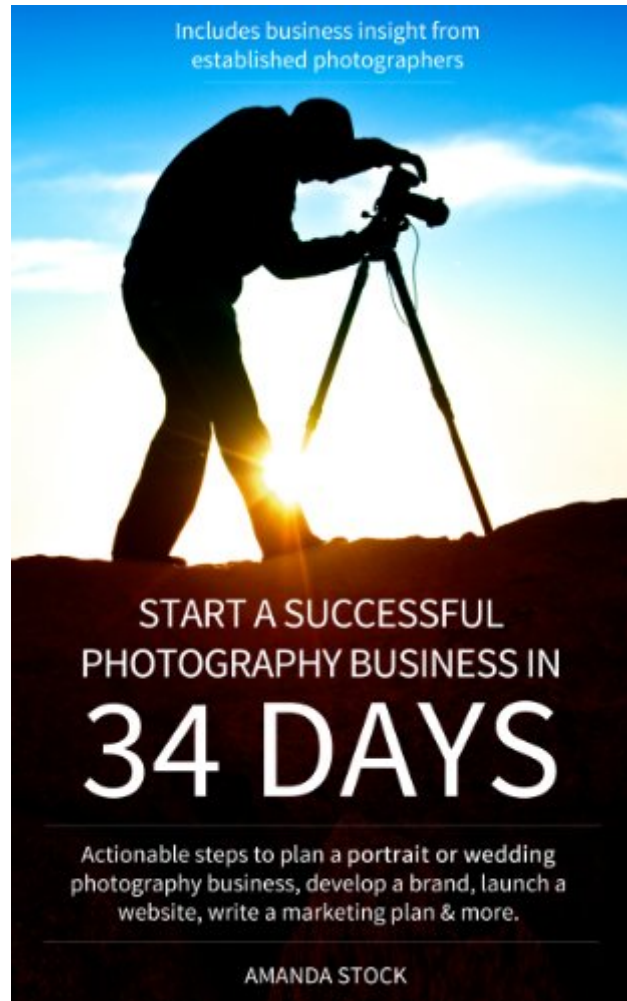


The book was found

Start A Successful Photography Business In 34 Days



Synopsis

Get your portrait or wedding photography business started or totally revitalized and start earning a real income with photography. This book is written for the photographer who is new to the photography business or the photographer who has recently started a business and is struggling with booking clients or running their business successfully. Unlike other books on the business of photography, in this book you will learn while you take action. Above all, action is the most important piece of starting a business. This book will not teach you about lighting, posing, equipment or other skills you need as a photographer; it will guide you in building a successful photography business step by step and earning income with your camera. This book is divided into 34 manageable tasks that you can work through on a daily basis or on your own time. Each step has an action to take or a topic to consider. The book is divided into two parts. Part 1 is dedicated to planning your business and laying a strong foundation. It covers essential elements of your business like finances, legal considerations, and branding. Part 2 is all about marketing and guides you through the creation of a 12 month marketing plan, so you can attract clients year round. In addition, there is a companion website that is only accessible after you purchase the book, where you can download complimentary templates, such as: - Portrait Contract Template- Wedding Contract Template- Model Release Template for Adult - Model Release Template for Minor- PDF Brochure Example- Annual Marketing Plan Template- Income and Expense Templates- List of Resources and Links Mentioned in this book- Wedding Photography Questionnaire- Wedding Photography Must Have Photograph List Using this book, in 34 days (or 34 easy tasks) you will:- Plan your photography business. - Develop a strong brand.- Create a stunning photography website (without technical knowledge). - Create a 12 month marketing plan. - Create business processes to use when working with clients. - Complete marketing tasks to help you book your first clients. - Turn your photography business dream into a reality. Remember, success is created most reliably by breaking your goal down into incremental and manageable tasks. You can use this book to make sure you are doing the right tasks each day. Every day, complete just one task and, before you know it, you will have completed the 34 days and be on your way to earning an income with photography.

Book Information

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Customer Reviews

Okay, you can't do this in 34 days. Possibly not even in six months. This should be titled something like "Starting a Photography Business in 34 Steps". Especially since the techniques discussed won't guarantee success. This book seems more like a formula book pumped out by an author who repurposes information under new names for every work, hoping that the total weight of all the Kindle books they publish will earn a respectable living. This book is more a coaching tool to get you off on the right foot for starting your business, any business, than it is a how-to text. Many of the steps are more a set of questions the prospective new business owner needs to consider and none of the advice in the book is something that you can't find through the Small Business Administration or your local chapter of SCORE for free. For example, one day this book tells you to get the business name registered but doesn't explain how or go into the vagaries of local ordinances, zoning and business licensing. The following day you open a bank account in the business name. In real life, it can take a month or more to get the business name registered, especially if advertising in a legal notice is required. Since you need the business documents to open the bank account, you cannot simply walk in the day after applying for those documents and expect an account to be opened. In another day's step, you "curate" your portfolio, with advice to take photos to fill in holes where needed. The next day, you create the web site with that portfolio, whether or not you even have one. The suggestion to use DIY web site builders will never make your work stand out and will lump you with any other business that spends the five bucks a month and clicks similar buttons.

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