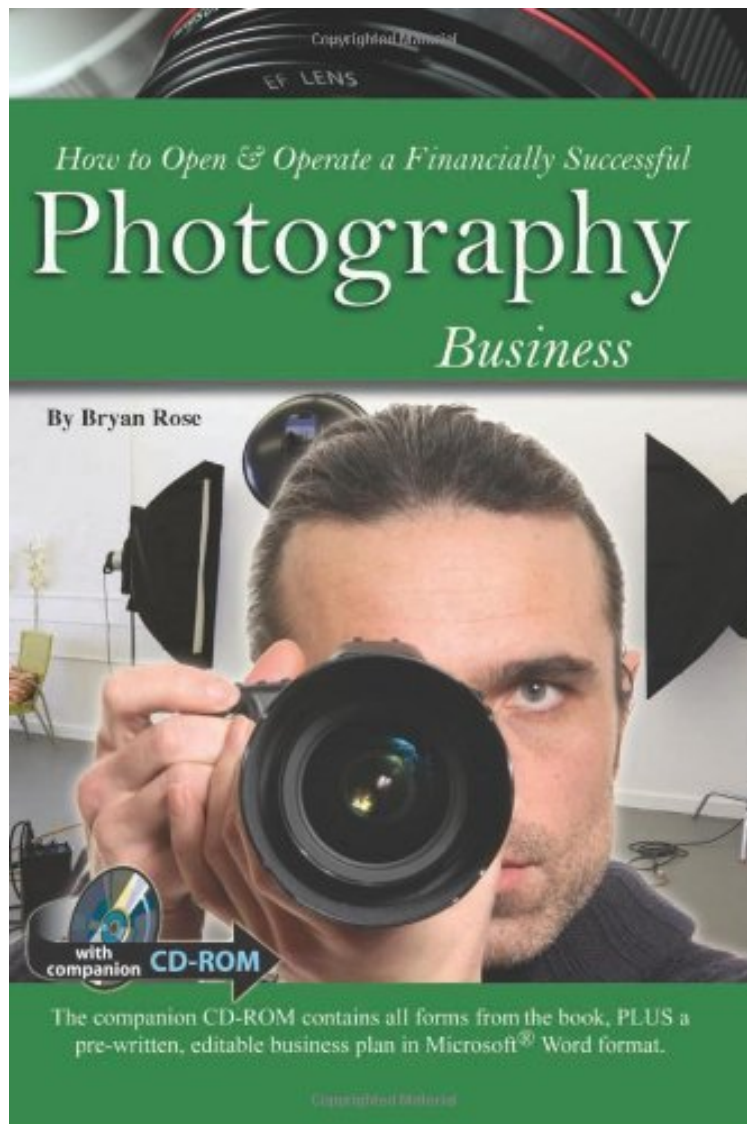


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How to Open Operate a Financially Successful Photography Business - With Companion CD - ROM

Bryan Rose

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1 of 1 people found the following review helpful. Doing What You LoveBy Mevelyn"How to Open Operate a Financially Successful Photography Business: With Companion CD-ROM" by Bryan Rose, lets the reader know from

the first page that photography is a creative occupation that uses light, composition, and subject instead of paint or clay. This book, point by point, walks the would-be photographer/business owner through the information needed to find a balance between being creative and running a business. The author shares his experience of the business and the profession by detailing the business prerequisites and the ins and outs of the best photographic equipment. The companion CD contains several templates of documents needed in the business. With this book, and the companion CD, a talented entrepreneur will have a solid foundation on which to succeed in his/her photography business. 0 of 0 people found the following review helpful. It's a good start By Becky If your photos have gotten rave reviews and you are considering opening a photography business, this is a great book to have on hand. Starting your own business can be a confusing process. Author Bryan Rose definitely helps give an overview of some of the issues that readers might face. The book goes over the different ways you can act as a professional photographer, ranging from opening your own studio to being a photojournalist. There are plenty of tips on writing a business plan, and the enclosed CD-ROM also provides a handy template. The problem with this book is that it is pretty generic in what it tells readers. For instance, it would have been nice if the author had included an example of an actual business plan, perhaps one he had even produced. More specifics and even concrete number suggestions for how much to charge would have been helpful to see. Overall this book will definitely give readers the basics they need to know to start planning their own photography business. 0 of 0 people found the following review helpful. Motivational By D. Slay The business plan and forms are a good foundation for starting and running a successful business. I have been an amateur photographer for a number of years, but didn't have the knowledge to make my hobby into a business. With this book, I found the resources available and the steps necessary to start a business. The internet is such an important part of a successful business and I found the instructions and examples to be very helpful in that part of getting a business started. This book gives you the information you need and saves time and money in trying to research this information on your own. I would recommend this book for anyone wanting to start their own photography business.

Virtually anyone of any age in any location of the United States can start a highly successful photography business. Today the level of investment to get started is much less, thanks to the digital camera revolution. Armed with the right camera equipment, skills, and the necessary business knowledge, you can be in business, marketing your photography services in no time with the information in this extensive manual. With modern technology in the form of SLR digital cameras, you do not even need a darkroom. You need only a fast computer and a photo-editing program. The best part is that you can start it quickly, earn a high income with a low investment, and even work from home if you prefer. This new book is a comprehensive and detailed study of the business side of establishing and running a photography business. Keep in mind it looks easy, but as with any business, looks can be deceiving. To avoid pitfalls, use this complete manual to arm yourself with everything you need including sample business forms, contracts, worksheets, and checklists for planning, starting, and running day-to-day operations. You will find dozens of other valuable, timesaving tools of the trade that every entrepreneur should have. While providing detailed instruction and examples, the author leads you through finding a business name that will bring success, learning how to draw up a winning business, and selling and marketing your photographs and photography services on the Internet as well as locally. You will learn about copyrights, sales tax, cost control systems, a website, stock photo outlets to sell your work, and pricing issues. You will avoid trial by error when setting up equipment layouts, meeting legal and IRS requirements, and tapping into the best sales and marketing techniques. This book will even help you set up computer systems to save time and money and teach you how to hire and keep a qualified professional staff (if needed). If you enjoy meeting people, this may be the perfect business for you. You will learn how to do your own sales planning, customer service, track your competition, keep your own books, compile monthly profit and loss statements, and prepare taxes. You will become adept at media planning, pricing, and public relations. You will be able to work with models, market for weddings, birthdays, and corporate events; generate high profile public relations and publicity; and learn low cost marketing ideas and low cost ways to satisfy customers and build sales. You will learn how to keep bringing customers back and getting referrals the secret of continued success. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you

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