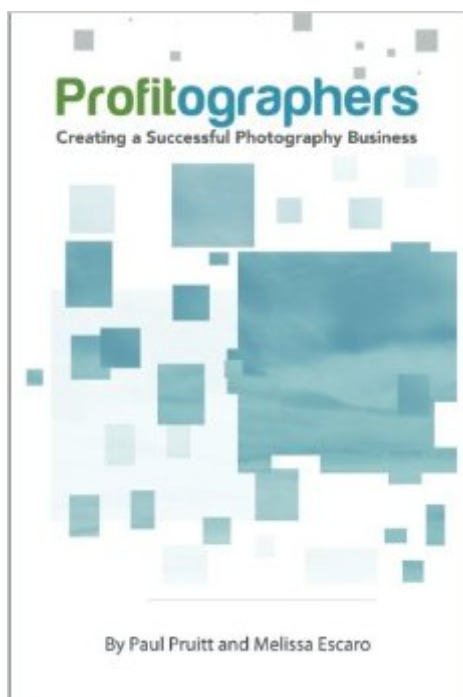


The book was found

# 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: 4.9 out of 5 stars See all reviews (15 customer reviews)

Best Sellers Rank: #1,102,723 in Books (See Top 100 in Books) #241 in Books > Arts & Photography > Photography & Video > Business & Careers

## Customer Reviews

This book is not about what camera to buy or what lenses will get you the best shot. This book is about creating a photography business. It is about the business of photography. And photographers need to know the information in here to be successful. Paul gives you his personal story of success and hitting rock bottom, from living on a friend's couch to making a living with his camera. He teaches the reader that today's digital cameras are more expensive than the old technology because everything is changing so fast, and you need to buy equipment to keep up. There are so many words of wisdom here for a person who desires to make a living with his camera. Highly recommended.

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. Then I forgot it at home so I got the ebook to continue on. Then 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 their 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.

I was lucky enough to get my copy straight from the authors themselves!! This is an amazing read...and great for the beginning and experienced photographer! Great read...really good, practical information

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.

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

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

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

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