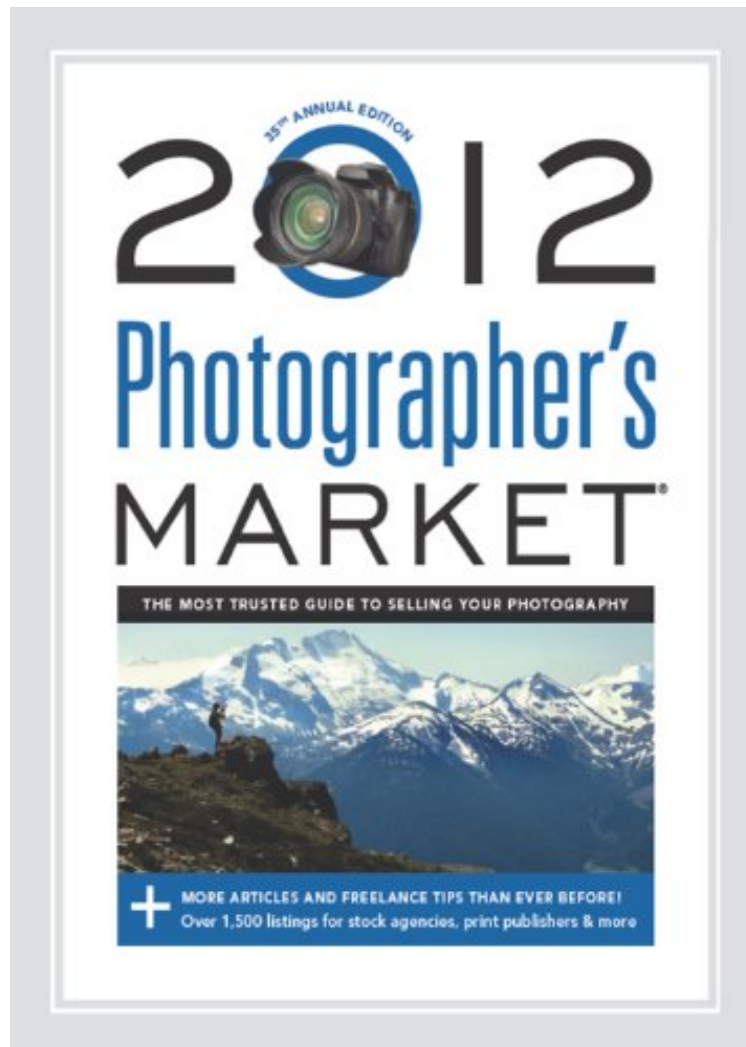


2012 Photographer's Market

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From North Light Books : 2012 Photographer's Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised 2012 Photographer's Market:

21 of 21 people found the following review helpful. A Must Have Book on Every Photographer's Bookshelf By Michael Bailey I have been a user of this and other "Market" books in this ongoing series and have always been very impressed. Apart from the detailed descriptions of where a photographer can sell or exhibit his or her work I find the helpful stories and advice in the front and located throughout the book nearly as helpful. Also useful and a "freebie" is the ArtistsMarketOnline feature accessible with a code under a scratch off on the very first page. If you don't get your money's worth out of this book in a year, then you just aren't working hard enough. 7 of 8 people found the following review helpful. A Gold Mine of Information By Yvonne C Well composed and certainly a wealth of information, this book should be in the hands of all who want to become pro photographers or just offset the cost of their gear. It

contains model and property release forms, info on copyrights, pay rates, contracts, running your business (large or small), secrets to social media success, managing your clients, and so much more. It also has articles and interviews with a pro sports photographer, fine art photographer, and a newbie wedding photographer who's doing well. Each article and interview contains nuggets of helpful information. There's also a section that is brimming with information about available markets: This ALONE is worth the price of the book! Information on photo buyers' pay scales, openness to photographers (newbies, hard to break into, closed to unsolicited submissions, etc.). These ratings will save you a LOT of time and frustration. The section "How to Start Selling Your Work" gives you a lot to consider and helps you narrow your field of interest. **BOTTOM LINE:** This book is all that you need to find buyers for your photos. Now, if you don't already have them, get a GOOD tripod and QUALITY lenses (more important for tack-sharp shots than the body of your camera) and develop an eye for composition and lighting. Then go make some money! 7 of 8 people found the following review helpful. **SOMETHING TO THINK ABOUT** By Bill McLean I'm not a professional photographer. I was just curious. Yet, I am finding listings in this book of photo buyers who might be interested in publishing some of my pictures. I've already submitted a CD of 50 photographs to "Dog Fancy Magazine." I'll probably go nuts if they publish even just one. This book is a lot more than an organized listing of photo buyers and their individual requirements for submitting pictures. Included first (in each listing section) are short discussions of how to think separately about photos for books, magazines, etc. Also, the first part of the book contains short articles about various professional photographers and kinds of photographic business'. It's a good read. Probably very useful for freelance photographers, I think this book would also be a good read if you're an amateur photographer thinking about going pro. It may polarize your thoughts one way or the other.

FULLY UPDATED WITH ALL THE INFORMATION YOU NEED TO FIND BUYERS FOR YOUR PHOTOS For more than three decades, photographers have trusted Photographers' Market as a resource for helping them grow their businesses. Now Photographers' Market has improved upon this history to provide a comprehensive and 100% up-to-date listing of every must-have market for working photographers today: magazines, book publishers, greeting card companies, stock agencies, advertising firms, contests and more. In addition to the more than 1,500 individually verified market listings, the 2012 Photographers' Market includes: Up-to-date information on how to start and run a photography business, including how to find clients, who to contact to submit your photos, what types of photos they need and how to submit both digital and film images **NEW!** Special features on selling more photography in 2012, secrets to social media success, exploring new niches, bringing new life to an old business, generating referrals and managing your clients **NEW!** Inspiring and informative interviews with successful professionals including sports photographer Rick Wilson, fine art photographer Kathleen McFadden, wedding photographer Marissa Bowers and Harley-Davidson's chief photographer Brad Chaney **NEW!** QAs with tips and advice from photo rep Norman Maslov and American Photographic Artists CEO Stephen Best **Markets for fine art photographers**, including hundreds of galleries and art fairs, as well as tips for maximizing art fair success