

[FREE] Behind the Shutter: The Digital Wedding Photographer's Guide to Financial Success

## Behind the Shutter: The Digital Wedding Photographer's Guide to Financial Success

*Salvatore Cincotta*

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Behind the Shutter: The Digital Wedding Photographer's Guide to Financial Success:

1 of 1 people found the following review helpful. Sal Reveals All (Almost) By Storytellers After attending one of Sal's live events in Memphis this year, I was excited to hear that he had written a book! Several photographer friends and I attended his seminar together, and were blown away with his sales and marketing information. I think that he did a great job of including his personality and wisdom in his book. Behind the Shutter is full of helpful information for any photographer getting into the business, and there are some great nuggets for even the seasoned pro, but- I was expecting and hoping for a little more detail on the finer points of packaging and marketing. He does a great job of sharing his philosophy and workflow. And, he does a good job of inspiring photographers to dream bigger. While

attending his seminar, it was obvious that Sal is a super-star salesman- one of the best I've ever seen! I would love to see a sequel edition that focuses on the finer points of his sales and marketing system. Sal is a great teacher and motivator. It's obvious that he's also a Rock Star in this industry. He's a guy who believes in both giving back and paying it forward. Thanks for sharing, Sal!

0 of 0 people found the following review helpful. Good info but lacks details

By Tiffany Heidenthal

Good information. I picked this up after watching Sal on Creative Live and being very inspired there. I think his talks are better, with more details and examples of what he's talking about, but this book outlines it all in print. If you've already seen his videos or seen hi in person, there probably isn't anything new in this book. To me, it was like a refresh of things he's already taught me.

0 of 0 people found the following review helpful. Vague information

By Customer

The book had good information. However it was just general and vague information. Definitely not a book for an individual that is just starting out in business. I expected to see more detailed and specific information like a formatted business plan or marketing plan. I thought that the author would delve deeper into his actual business practices and provide specifics about SWOT and how it relates to his business. Good information but it was information that I have already read online about starting a business.

Written primarily for wedding photographers, this manual starts with the basics of creating a solid business plan, finding customers and marketing to them through online social media outlets and old-fashioned face-to-face meetings, and goes on to coach readers how to build their brand, differentiate their studio from others, and offer enhanced and value-added products and services. Photographers are visionaries by nature, and this book shows them how to look to the future and use what they see to keep their studio on track and in touch with current and future customers. Advances in technology, changes in clients' communication methods, and ripples in the economy can all challenge a photographer, but those who follow this plan will be poised to weather the vagaries of the marketplace and achieve long-term success.

"I can sum up Behind the Shutter in one word RELEVANT. Not only is it a brilliant blueprint of how to design a successful photography business, it is packed full of inspiring world class photography as well." —Damon Tucci, author, Tucci and Usmani's The Business of Photography