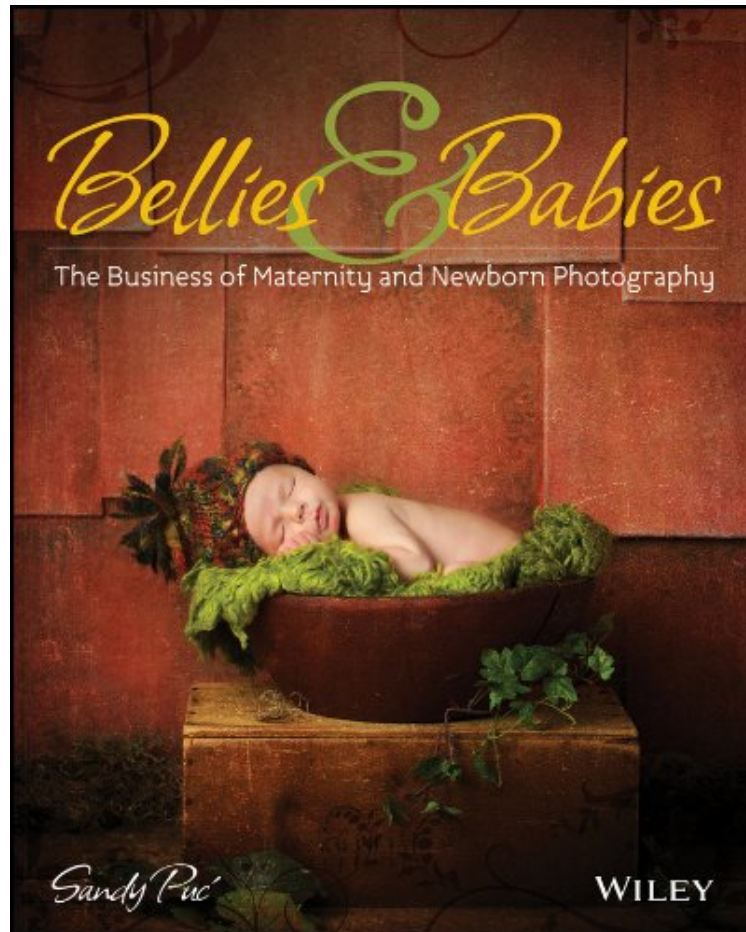


Bellies and Babies: The Business of Maternity and Newborn Photography

Sandy Puc'

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techniques, how to maximize sales, consultations, lighting, branding, baby plans and how to maximize profits with these plans, and workflow. Just an all around great resource if you are looking to make your studio profitable. Great images throughout and great, simple tips to follow. Highly Recommend.

Learn to master the art of maternity and newborn photography Maternity and newborn photography is an exciting new photographic specialty with a growing market. In this book by professional photographer and Canon Explorer of Light Sandy Puc, you will find both information and inspiration. This book covers technical aspects such as equipment, lighting techniques, and composition, but also examines the human side of the equation: how to make moms comfortable during the shoot, tips on photographing newborns, suggestions for props and poses for children under a year of age, and much more. Additionally, it will include business strategies for photographers who are looking to expand into this burgeoning market. Addresses what photographers need to know to venture into this popular specialty Provides technical information about equipment, lighting, composition, camera settings, and printing Explains how to make expectant mothers feel comfortable and attractive during the shoot, how to work with newborns, techniques for posing children younger than a year, tips on using props, and more Illustrated with dozens of the author's maternity and newborn portraits Bellies and Babies: The Art of Maternity and Newborn Photography offers photographers both the information and ideas they need to successfully photograph expectant mothers and newborns.

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