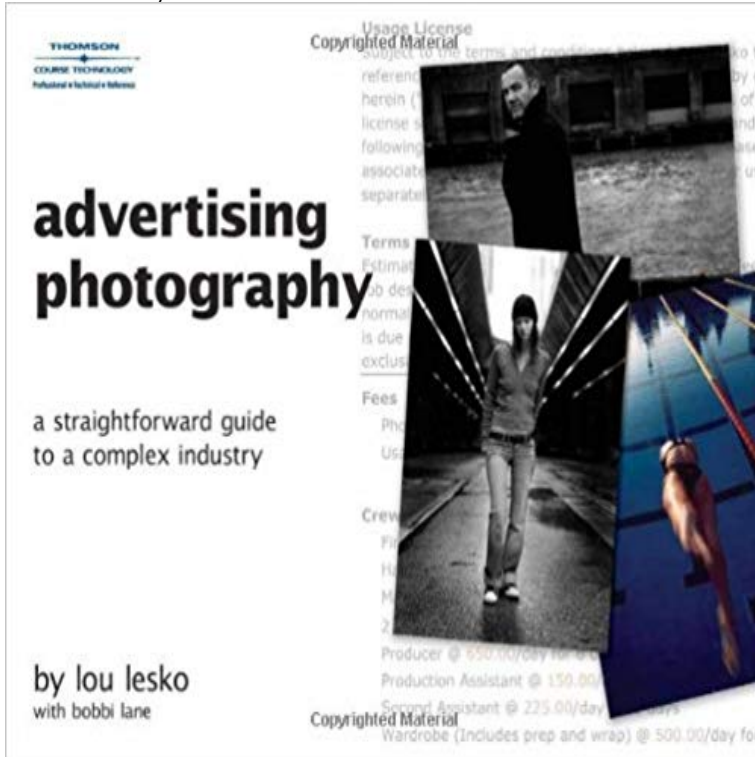


Advertising Photography: A Straightforward Guide to a Complex Industry



If you are an aspiring or professional photographer looking to break into advertising, *Advertising Photography: A Straightforward Guide to a Complex Industry* will provide you with an honest and uncensored look at this highly competitive and lucrative business. While working in the advertising photography industry can be glamorous and financially rewarding, it can also be intimidating and difficult to break into, requiring networking savvy, financial know-how, and marketing and business skills on top of photographic talent. *Advertising Photography* strips away the glitz and presents a candid and complete picture with solid advice to newcomers. You'll learn how to get your business started, including writing a business strategy, successfully negotiating a bid, what to expect during the shoot, post production and delivery tips, and how to properly invoice your clients. The book explores several business management styles supported by the real-world experiences of veteran advertising photographers, illustrated with stunning full-color images of the work that got them where they are today. By examining the methods and strategies used by those who have already made it in the industry, you'll learn smart business practices to apply to your own work, giving you time to focus on the creative aspects of your craft, which is what will ultimately lead you to a successful advertising photography career. Learn from the experiences--good and bad--of those who have been there!

- Practical how-to tips, information, and examples from each of the top genres
- Learn how to get your business started, including writing a business strategy, licensing and copyright information, creating branding for websites and portfolios, insurance and legal issues, and more
- Essential industry resources for estimating and invoicing software, professional organizations, marketing

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