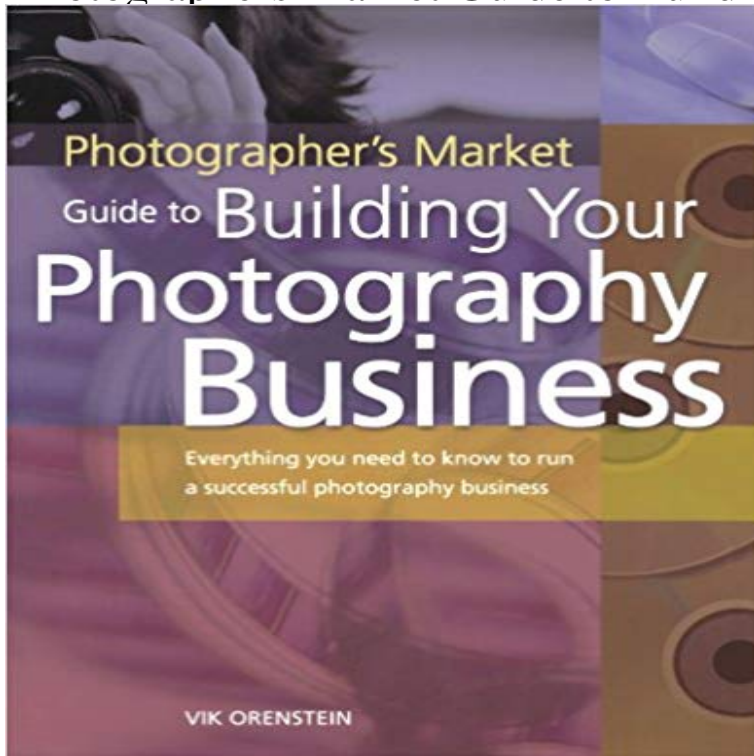


Photographers Market Guide to Building Your Photography Business



Displaying the same wit and charm that made her *Creative Techniques for Photographing Children* a commercial success, Vik Orenstein shoots straight with photographers on what it takes to build a successful photo business. She combines big-picture thinking with a soft touch to deliver sound, practical advice on such core topics as developing a marketing plan, building a clientele, networking and maintaining creative fulfillment. This guide is a major asset for amateurs seeking a friendly overview of the business; established photographers delving into a new niche; freelancers interested in selling stock; photographers starting their own studio. At 320 pages, the book's simultaneous deep and broad treatment makes it an excellent companion to the business-focused introduction found in *Photographers Market*. Vik also covers such important specialities as wedding, commercial and nature photography in individual chapters and frequently complements her own advice with that of industry experts.

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