

Becoming A Pro Photographer



DON'T QUIT YOUR DAY JOB

PRO'S AND CON'S

- PRO'S
 - Camera gear-Make money
 - Other Pro's-Independence, Pro status- Display work-Create relationships
 - CON'S
 - Uncertainty-"Wet belly"-Money
 - Lack of Benefits-Strange hours-work holidays
 - Rude people
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TOP TEN REASONS YOU SHOULD NOT BECOME A *PRO PHOTOGRAPHER*

- 10. I like to sleep more than 5 hrs.
- 9. Computers scare me.
- 8. I don't want to use Photoshop as a verb, noun, adjective
- 7. I only shoot in "Auto" mode
- 6. I don't like heavy cameras
- 5. I keep losing memory cards in the wash
- 4. I use Windex to clean my cameras sensor dust
- 3. My wife doesn't want any more startup ideas
- 2. I am not really a sociable type
- 1. I like to eat



JOEL GRIMES PRO PHOTOGRAPHER VIDEO

- SHORT 2 MINUTES CLIP
 - THE LONGER VERSION IS ABOUT 10 MINUTES LONG, [YOUTUBE.COM](https://www.youtube.com)
 - JOEL EXPLAINS HIS START
 - INFLUENCES
 - "BIG BREAK"
 - GOOD STUDIO MARKETING PLAN
 - CREATIVE SKILLS
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THE IRS-51% INCOME DEFINES BEING A PROFESSIONAL

Many call themselves professional
Craigslist and other online services

Bad reputation gives the business a bad name

Many take the money and run.

Digital photography has made it easy for GWAC to take photos.

Price is the main criteria.

No Contract is signed.

Customer has no recourse when things go bad.

SEMI-PROFESSIONAL

- Someone who does not devote full time
 - Can you do both? Yes or No?
 - Same ethical guidelines?
 - Expensive hobby
 - Good way to know before going pro
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FAMILY, FRIENDS, SPOUSE

- People who encourage
 - Crazy idea's
 - Just a phase
- Can lead to relationship tensions
- Your relatives-pros and cons
 - Constructive criticism

BUSINESS FIRST

- “If you want to succeed as a photographer, you have to be an business person first”
 - “Otherwise you will be out of business”

Anthony Feliciano

DON'T GIVE IT AWAY

- Volunteer your time
 - Know going rates
 - Don't keep doing "free"
 - License your work
 - Photography lonely business
 - Ask other professionals-Some won't help
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EQUIPMENT

- Buy the best or rent
- Have a back up camera, + equipment
 - Invest in higher end equipment
 - Stick to one camera brand
 - Consider a studio

STUDIO

- Is a studio for you
- Rent, 1-2 year lease
- Studio equipment costs
- Square footage requirements
- Business license-insurance
- Good location, parking



SPECIALTY

- Weddings
 - Portraits
 - Events
 - Landscape
 - Sports, Architectural
 - Stock Photos
 - Others
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REINVENT YOURSELF

- Be flexible, change with the times
 - Learn to photograph everything
 - Never say no to an assignment
 - Learn to take criticism & REJECTION
 - “Only as good as the last job”
 - Change for the future now
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MARKETING-101

- Have a “realistic” business plan
 - Know your competitors
 - Create a brand
 - Business card
 - Network



MARKETING-102

- Brochures
 - Advertising-Create value
 - Website-update, update, update
 - Social Media-Facebook, Tweeter, Apps
 - Update your strategy often
 - Know difference between Marketing and Selling
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INSURANCE/ACCOUNTING

- Liability Insurance
- Equipment Insurance
- Contact Lawyer-Licensing, Copyrights.
 - Establish an Accounting system



MAKE YOUR PRESENCE KNOWN

- Have a website/Flash/HTML?
 - Create a blog
 - Update your site often
 - Keep it fresh
 - Hire someone if needed
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SUCCESS/FAILURE

- Photography success is
- 70% Business & 30% Art
 - Ability to Sell yourself
 - You are creator and distributor
- People Business-Then hire some one who is.
 - Know your strengths and weaknesses



SELLING TIPS

- Offer Menu selling-choices
 - Offer referral discount
- Never leave the customer with a negative
- Close more than once-"Assume the sale" ABC
 - Be ready for objections
- Practice, practice-Do role play scenarios



EDUCATION

- Take business classes
- Take photography classes
- Join PPA, WPPI, NAPP
- Learn Photoshop it will save you
- Don't depend on others-Retouchers.



PROTECT YOUR WORK



- Model releases
- Contracts
- Copyrights-Application-fee-Lifetime + 70 yrs-best
- April 1st, 1989-Berne Convention-All original work auto copyrighted-limited protection
- Creative Commons-Online no fee-honor system
 - Check Google for sources of your work

PERSONALITY CHECK

- Are you easy to work with?
 - Shy to ask for money?
 - Can you close a deal?
 - Do you like people, children
 - Willing to travel
 - Are you competitive?
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RELATED WORK

- Find photography related work
 - Find non profit organizations
 - Check newspapers, magazines
 - Tell everyone you are a photographer
 - Don't be humble, "your work depends on it"
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MARKET PLACE

- Photographers Market-a book where to sale your photographs & manage business, 2012 edition.
 - Subscribe to photography magazines
 - Ask to speak about photography, at clubs,
 - Seminars, Schools, Churches
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LEARNING PROCESS

- Learn from others
 - Find a mentor
- Be an assistant, intern
 - Practice everyday
- Be humble, admit you don't know something
 - Immerse your self in photography
 - Learn new technology



FAMOUS QUOTES



- “Better to click with people, than to click the shutter”- Alfred Eisenstaedt
 - “You don’t take pictures, you make pictures.”
 - Ansel Adams
 - The first 10,000 photographs are your worst
 - Henry Cartier-Bresson
- Which of your photographs are your favorite, “the one I am going to take tomorrow”- Imogen Cunningham

GETTING NOTICED



- Get published
- Do cold calls. Leave materials
 - Teaching, Speaking
 - Advertise
- Freelance for magazines, online media
 - You will get turned down

PRO PHOTOGRAPHERS LIFE

- Always looking for the next job
 - Adjust to changes in economy
 - Maintain your technical skills-even with your creative skills
 - Always carry a camera-"Your camera is your life".
 - Stay hungry-"don't become complacent"
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BOOK REFERENCES

- Highly recommend reading
- "Building Your Photography Business", 2nd edition
- By: Vik Orenstein
- "Going Pro", By: Scott Bourne & Skip Cohen
- "Starting Your Career As A Freelance Photographer
- By: Tad Crawford, 2nd Edition

TRY TO STAND OUT FROM THE CROWD



BEST WISHES



Good luck to all future
Pro Photographers
Thank you!