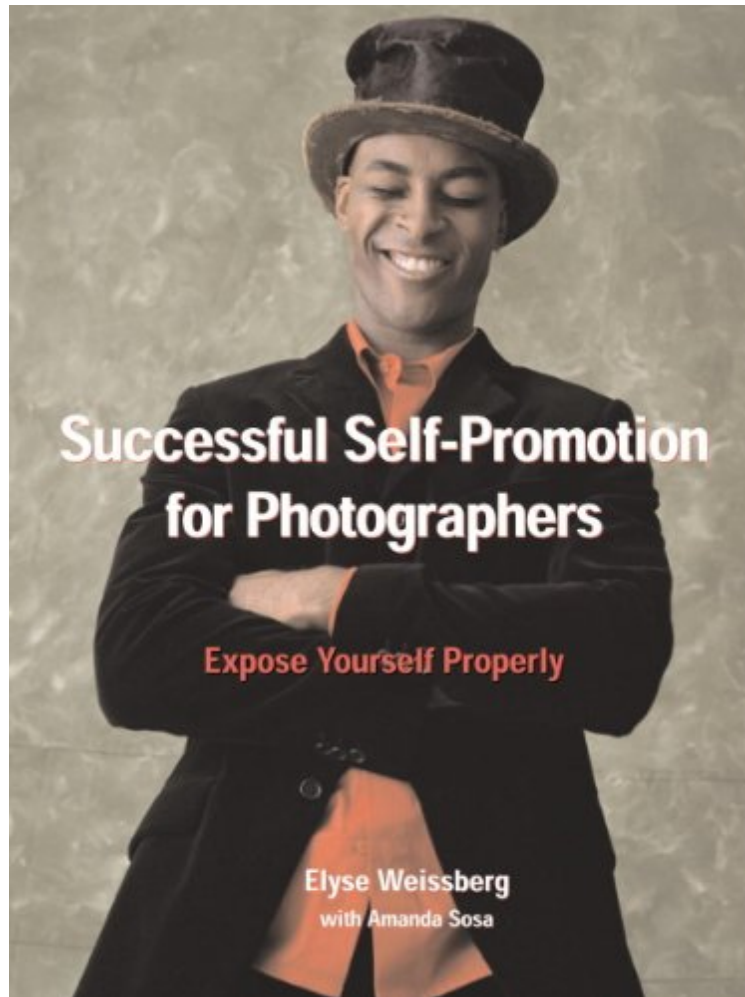


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Successful Self-Promotion for Photographers: Expose Yourself Properly

Elyse Weissberg, Amanda Sosa
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Elyse Weissberg, Amanda Sosa : Successful Self-Promotion for Photographers: Expose Yourself Properly
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Successful Self-Promotion for Photographers: Expose Yourself Properly:

2 of 2 people found the following review helpful. Three Stars
By Ann Le
This book was required for a Business of Photo class. We didn't really use it, the information was dated.
1 of 1 people found the following review helpful.
Successful Self-Promotion review
By Emery
As a amateur photographer who desires to make a profession of my hobby, I found the book to be very thorough. It was jammed packed with terrific ideas and advice that will surely help me in the future. And also, I had a great experience with the seller. Fantastic communication and value. Thanks!
2 of 3 people found the following review helpful. Great, "get-serious" book
By Olga Levchenko
I like this book a lot. It has

ton's of useful information, has a lot of images-examples, information about industry, good tips almost on every aspect of marketing for photographers. The only reason why I didn't give it all-star rating is that I have found some info in there out-dated. Still, I'd get it if I were you.

There's much more to being a professional photographer than simply taking great pictures. Today's self-employed photographers must have marketing savvy to spare. This guide from a widely known and respected industry insider provides that—and much more. In *Successful Self-Promotion for Photographers*, freelance photographers learn what they must do to improve their skills after the pictures have been developed. Featuring sections such as "Focus Your Image," "Sharpen Your Client Focus," "Identify Your Market," and the ever-important "Spot Trends," here are dozens of surefire strategies for selling services, staying on top of the latest market trends, and winning enough high-paying work to survive and thrive in this very competitive business. For any photographer looking to make it big behind the lens, this indispensable reference shows how to get the right exposure every time.

About the Author Elyse Weissberg was a photo rep based in New York City. She was known in the industry for winning top accounts for her clients, as well as for the boundless energy, intelligence, and enthusiasm she brought to her work. Elyse Weissberg died an untimely death in July 2001.