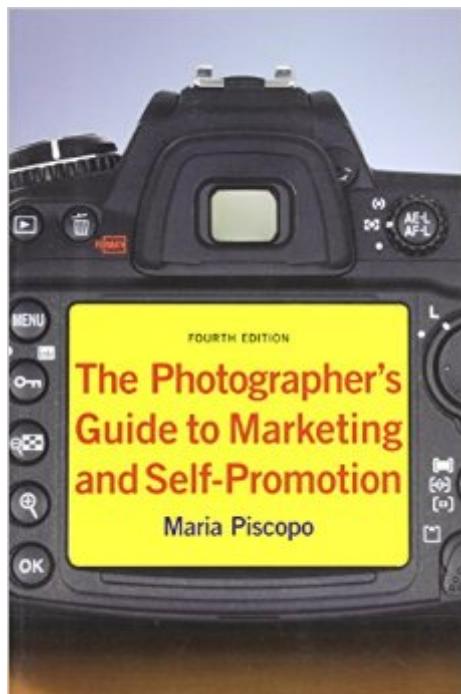


The book was found

The Photographer's Guide To Marketing And Self-Promotion



Synopsis

This fourth edition is updated throughout with the best current marketing and promotional practices, including using e-mail, social media, and effective Web sites; what's new in photography portfolios; how to shoot what you want and sell it too; plus 25 in-depth case studies interviewing top photographers in commercial, editorial, wedding, portrait, event, and fine art photography. Promotion pieces, portfolios, researching and winning clients, negotiating rates, finding and working with reps, computers, and the ethics of good business are just a few of the topics covered. Real-life examples, case studies, and interviews, clearly show photographers how to build a satisfying and lucrative career.

Book Information

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Customer Reviews

If you are new in the photography business or you are looking to overhaul your marketing strategies, Maria Piscopo book "the guide to marketing and self promotion" will help. In todays rapid change of the photography business good self promotion is the key. Maria Piscopo leads you from the basic to the more advanced marketing strategies of the industry. A must read for the beginner as well as the established photographer. The modern artist has to be a good business person this book will be a good start.

If you are committed to making photography your life's work, this book is essential. Maria knows how to get your work noticed and sold. There are a great number of gifted photographers who

abandon the work because of seeming lack of success. Maria shows you, in clear, straightforward terms, how to organize your approach and make clients rave about your insights. If you want to get the best advice from someone who knows what she's doing, read this book.

Even a novice with only a little bit of understanding of how the marketing and business aspects of life work, will find this book easy to understand. Its straightforward approach with real life examples and situations makes me understand it and look back on the information for later. The price of the book with the photographers market 2005 book makes it a deal!

This book offers sound practical advice that will help you take your business to the next level. Sure... you may be a great photographer, but effective marketing will get your work in front of the right people. This book will help you achieve this goal. I occasionally re-read it and it's invaluable.

I really like this book a lot, and would recommend it to ANYone who is interested in learning more about photography marketing; more specifically, the different types of marketing. It's written by a marketing specialist who works with photographers on marketing their own businesses. As a result, the book doesn't have many pictures, or a very interesting layout, but then again, it is a marketing book. I liked the testimonials given by professional photographers. They were very pertinent to the information provided, and gave the book more depth and application to real-life situations. I would like this book a bit better if I were more interested in marketing, or if it made marketing sound a little more fun. It also wouldn't have hurt to add more photographs and color to the book. I'm a visual learner, and I think that may have helped me.

This book sounds like a sales person yelling in your ear. The author is NOT an experienced photographer, nor does the author offer any reasonable, useful tips. Very outdated material also, from 1995-1999! It's not helpful for the serious digital or medium format photographer or even for an amateur. It's simply a waste of money. Has better books for serious photographers for sure.

There are a number of books of this kind that deal with promoting photographers in the digital realm. This book is quite strong in using advertising as a tool, direct and e-mail marketing and promotional pieces.

The Photographer's Guide to Marketing & Self-Promotion is a winner and appears in its fourth

updated edition offering an excellent guide to self-promotion. The focus is upon a marketing plan that blends self-promotion, advertising and direct marketing: it's been updated to include tips on using social media and email and tells how to create an effective website as well. Over twenty in-depth interviews with top photographers back the how-to details.

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