



How to Create a Successful Photography Business

Elizabeth Etienne

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How to Create a Successful Photography Business is a comprehensive how-to manual, jam-packed with the secrets to creating a photography business that can generate a stable income. With the most up-to-date, comprehensive information on the photography business, the book addresses the taboo conflict of artist vs. moneymaker and attempts to demystify fantasy from reality.

Etienne encourages photographers to define the subjects they would like to shoot and research the income earning potential of these subjects. Chapters are presented in chronological order, starting with ?ling the legal documents to establishing a real photo business and extending to client relations, marketing, prepping, and shooting. The book also includes templates for legal documents and an extensive reference section on photo-related products, support groups, and services.

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