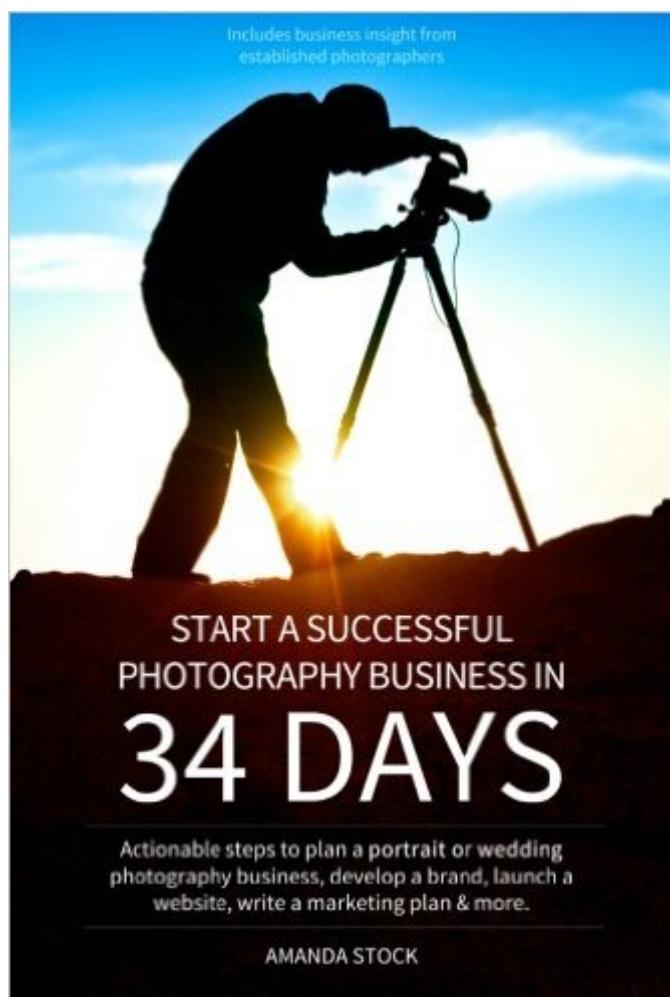


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# Start A Successful Photography Business In 34 Days: Actionable Steps To Plan A Portrait Or Wedding Photography Business, Develop A Brand, Launch A Website, Write A Marketing Plan & More.





## Synopsis

Get your portrait or wedding photography business started or totally revitalized and start earning a real income with photography. This book is written for the photographer who is new to the photography business or the photographer who has recently started a business and is struggling with booking clients or running their business successfully. Unlike other books on the business of photography, in this book you will learn while you take action. Above all, action is the most important piece of starting a business. This book will not teach you about lighting, posing, equipment or other skills you need as a photographer; it will guide you in building a successful photography business step by step and earning income with your camera. This book is divided into 34 manageable tasks that you can work through on a daily basis or on your own time. Each step has an action to take or a topic to consider. The book is divided into two parts. Part 1 is dedicated to planning your business and laying a strong foundation. It covers essential elements of your business like finances, legal considerations, and branding. Part 2 is all about marketing and guides you through the creation of a 12 month marketing plan, so you can attract clients year round. In addition, there is a companion website that is only accessible after you purchase the book, where you can download complimentary templates, such as: - Portrait Contract Template - Wedding Contract Template - Model Release Template for Adult - Model Release Template for Minor - PDF Brochure Example - Annual Marketing Plan Template - Income and Expense Templates - List of Resources and Links Mentioned in this book - Wedding Photography Questionnaire - Wedding Photography Must Have Photograph List Using this book, in 34 days (or 34 easy tasks) you will: - Plan your photography business. - Develop a strong brand. - Create a stunning photography website (without technical knowledge). - Create a 12 month marketing plan. - Create business processes to use when working with clients. - Complete marketing tasks to help you book your first clients. - Turn your photography business dream into a reality. Remember, success is created most reliably by breaking your goal down into incremental and manageable tasks. You can use this book to make sure you are doing the right tasks each day. Every day, complete just one task and, before you know it, you will have completed the 34 days and be on your way to earning an income with photography.

## Book Information

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## **Customer Reviews**

I love the simplicity Amanda writes with in this book. She has taken all the things I knew I needed to do, but was too overwhelmed to even get started on, and broken the tasks down into bite size, do-able activities. By breaking the process down into 34 days, Amanda has helped me have some organization to my plan and to feel so much less overwhelmed! I can now focus on one day's goals and not worry about what comes next until it's time. I'll be taking more than one day to meet each of these goals...after all, the day job and other life obligations just seem to get in the way, sometimes! :-) BUT, just seeing this plan becoming mine has been a real motivator. I can't wait to see the final result! I would absolutely recommend this book to anyone wanting to start their own photography business, or any small business, for that matter (just switch out the tasks specific to photography to tasks specific to your business. Easy peasy!

Have been wanting to start my own photography business for sometime, and after reading this 34 day success book, I have finally found a way to get my business started and off the ground. The book is very informative, with life lessons on the do's and do nots, and is very practical. Reality, there is no sure way of success in starting ones own business, but, this book gives you the tools and knowledge in plain understanding on how one should approach photography as a business. Highly recommend. Have started putting some of the practices in place that are suggested and, they have been favorable. With this book in hand, and your own determination, I believe you can succeed in your endeavor.

I love photography and have been using cameras for almost four decades. I encouraged many to take up photography as a profession during this interval, and today many of them are successful commercial photographers in great demand. I myself remain an amateur photographer with a good

track record. The moment I saw this book I felt that this might be a good guide I can pass on to people whom I encourage, and I was not wrong. This turned out to be an exhaustive book on how a person can definitely get into commercial photography in about 5 weeks. The book explains the "planning" stage in great detail. Nothing is left to chance or to guesswork and the author has done a great favor to those who are looking to go into business. In 34 chapters all the information that one might need is given in great detail and with great care. Observations:\*\*\* A must-read for anyone who wishes to pick up commercial photography\*\*\* All essentials are explained Recommendation:\*\*\* I highly recommend this ebook

Okay, you can't do this in 34 days. Possibly not even in six months. This should be titled something like "Starting a Photography Business in 34 Steps". Especially since the techniques discussed won't guarantee success. This book seems more like a formula book pumped out by an author who repurposes information under new names for every work, hoping that the total weight of all the Kindle books they publish will earn a respectable living. This book is more a coaching tool to get you off on the right foot for starting your business, any business, than it is a how-to text. Many of the steps are more a set of questions the prospective new business owner needs to consider and none of the advice in the book is something that you can't find through the Small Business Administration or your local chapter of SCORE for free. For example, one day this book tells you to get the business name registered but doesn't explain how or go into the vagaries of local ordinances, zoning and business licensing. The following day you open a bank account in the business name. In real life, it can take a month or more to get the business name registered, especially if advertising in a legal notice is required. Since you need the business documents to open the bank account, you cannot simply walk in the day after applying for those documents and expect an account to be opened. In another day's step, you "curate" your portfolio, with advice to take photos to fill in holes where needed. The next day, you create the web site with that portfolio, whether or not you even have one. The suggestion to use DIY web site builders will never make your work stand out and will lump you with any other business that spends the five bucks a month and clicks similar buttons. Not the way to set yourself aside as a successful creative worker. The following day you ask your friends if they like the web site. In business, NEVER ask your friends for opinions, you're asking them to choose between friendship and business coaching. It's not pretty. The book leaves holes in financial planning, legal strategies and studio management and spends several days on creating your own logo (hire that out, you're not a professional designer), creating your own business cards (ditto) and creating advertising pamphlets (again, if you're not in advertising, don't think you're capable of doing

this with any success). The marketing ideas are fairly broad and can be found in any marketing web site, this isn't an MBA you're earning in 34 days. Now, the bottom line is that this book may have a valid place. If you have been thinking of starting a creative business, and this book provides you with the motivation to do so, then it's worth the entry fee. The author seems to know what they are talking about (though I suspect the author's name is faked) and the writing is actually pretty solid. But if you're after the information contained in this book, you can find it elsewhere cheaper and with more authority.

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