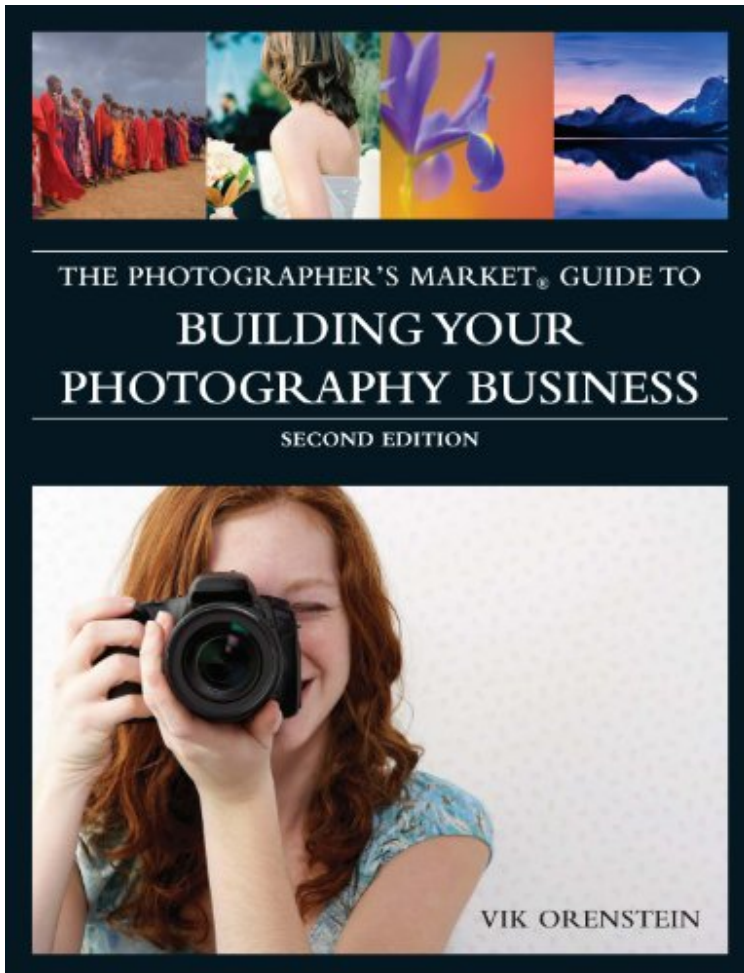


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# The Photographer's Market Guide to Building Your Photography Business



*Par Vik Orenstein*  
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## Description :

Prsentation de l'diteurMake Money Doing What You LoveThe Photographer's Market Guide to Building Your Photography Business, Second Edition is an all-in-one resource full of practical advice to successfully start or maintain your business. Experienced photographer, studio owner, and photography teacher Vik Orenstein provides you with the skills you need for every aspect of your photography career. Whether you're just starting out, are looking to revamp an existing business, or have been in the business for years, find out how to make the most of every photo you take.In this revised edition, you'll learn how to:Harness the power of digital photographyTarget your audience through online marketingFind your niche (or shift to a new one)Craft a solid business planNetwork professionally with other photographersShowcase and price your workGet support from accountants and lawyersCreate a strategic path for your business at every stageAnd more!Orenstein and other photographers from a variety of specialties give you firsthand insight into the many facets of this evolving field. In addition to more than 100 color photos, you'll find the know-how and

encouragement you need to successfully build your portfolio and your career. **Présentation de l'auteur** **Make Money Doing What You Love** **The Photographer's Market Guide to Building Your Photography Business, Second Edition** is an all-in-one resource full of practical advice to successfully start or maintain your business. Experienced photographer, studio owner, and photography teacher Vik Orenstein provides you with the skills you need for every aspect of your photography career. Whether you're just starting out, are looking to revamp an existing business, or have been in the business for years, find out how to make the most of every photo you take. **In this revised edition, you'll learn how to:** **Harness the power of digital photography** **Target your audience through online marketing** **Find your niche (or shift to a new one)** **Craft a solid business plan** **Network professionally with other photographers** **Showcase and price your work** **Get support from accountants and lawyers** **Create a strategic path for your business at every stage** **And more!** Orenstein and other photographers from a variety of specialties give you firsthand insight into the many facets of this evolving field. In addition to more than 100 color photos, you'll find the know-how and encouragement you need to successfully build your portfolio and your career. **Biographie de l'auteur** A photographer, author and teacher, Vic Orenstein has owned and operated Kidcapers Portraits and Tiny Acorn Portrait Studio for twenty years. She has shot for such commercial clients as Nikon, Pentax, Microsoft, and 3M. She teaches the art of photography online at [betterphoto.com](http://betterphoto.com).