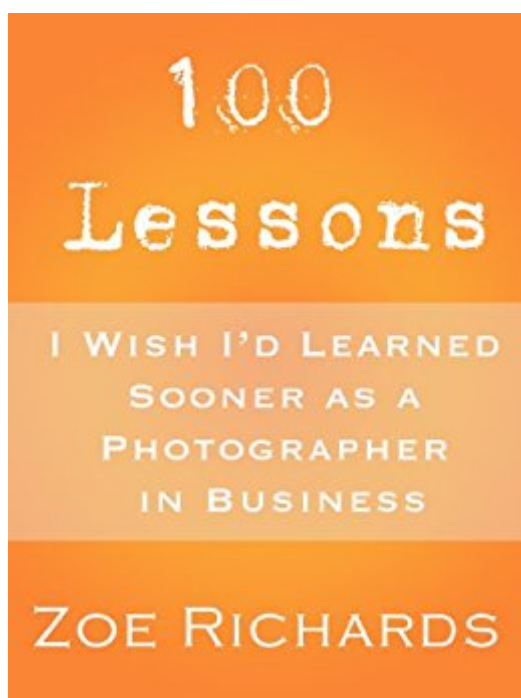


The book was found

100 Lessons I Wish I'd Learned Sooner As A Photographer In Business



Synopsis

If you are anything like most photographers in business (or new to being in business as a photographer) you turned to doing photography as a business because you love photography – not because you love business. Zoë Richards was like so many others, and then learned about being in business the hard way, with the knocks and bumps of getting things wrong. In putting this short but thought-provoking book together, Zoë covers common sense lessons that many of us forget and all of us can do with a reminder of once in a while. They come from author Zoe Richards' own experiences of running a photography business over many years. 100 Lessons is written in the hope that at least one of the lessons may stop other photographers in business from wasting money or having problems. You can dip in to the book or read it cover to cover, but in the main this book is intended to be one that you go back to again and again when you need a reminder that you are not alone when things get tough or it feels like things are not going your way. Awarded a Small Business Book Award for Business Start-Ups in 2013, 100 Lessons I Wish I Learned Sooner as a Photographer in Business is perfect for start-ups and established photography businesses. Use it as a little bible of thought-provoking lessons to help you determine what you can do in your own business. Lessons include "Be conscious of the business you are creating. If you consciously give things away, work cheaply or do freebies, guess what you'll be known for!" and "The difficult customers you get – and you WILL get difficult customers – are an opportunity to learn. It's tough to turn a bad experience into a well-timed lesson, but you'll thank the client later." Many people have describe this book as inspirational as it touched them just at the point where they needed a reminder that they are not alone as a photographer in business, even though at times it can feel a very lonely career, whether you do it full time or alongside your job. This is not a book of answers – it's a book of lessons so that you can learn from the mistakes of others, and begin to question where you can change your business to become more successful.

Book Information

File Size: 274 KB

Print Length: 17 pages

Publisher: Zoe Richards; 1 edition (December 12, 2012)

Publication Date: December 12, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B00ANTA7G0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #343,270 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #25

in Kindle Store > Kindle eBooks > Arts & Photography > Photography > Professional #57

in Kindle Store > Kindle Short Reads > 30 minutes (12-21 pages) > Arts & Photography #87

in Kindle Store > Books > Arts & Photography > Photography & Video > Business & Careers

Customer Reviews

This is a great book for those who want to take the next step to being a professional photographer. The author takes a business-like approach and offers the incites that an aspiring professional needs to know. No glossy get rich quick plans. This book is a resource for those who want to run a business in Photography.

Mostly short anecdotes about business and photography. Somewhat entertaining. It is easy to read. Mostly common sense things, although I can see myself making some of these mistakes, and in that it is valuable.

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