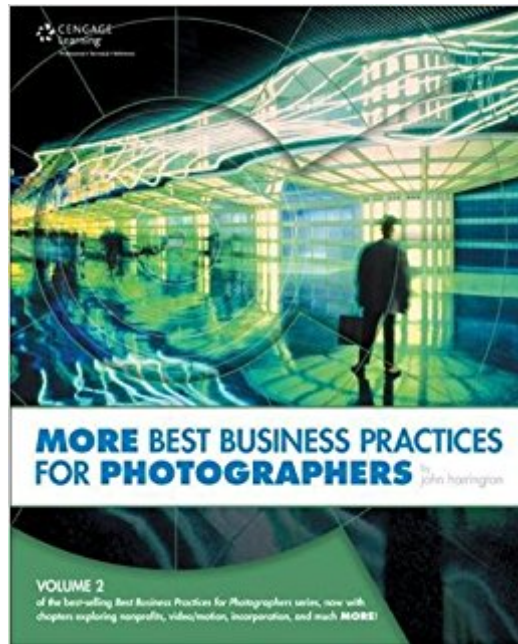




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# MORE Best Business Practices For Photographers



## Synopsis

MORE BEST BUSINESS PRACTICES FOR PHOTOGRAPHERS expands on the success of John Harrington's popular BEST BUSINESS PRACTICES FOR PHOTOGRAPHERS. This second volume features even more tips and techniques for professional and aspiring photographers looking to operate a successful photography business. Photography is more technologically sophisticated than ever today, but it takes more than a good eye and technical know-how to build a thriving business. A veteran pro photographer, Harrington understands the business, and he gives you the details you need to know in order to succeed. In easy-to-understand language, he covers the essential points of the business of professional photography and guides you toward best practices in client interaction, negotiating contracts and licenses, business operations, and much more (including expanded information on pricing and contract models). The first volume, BEST BUSINESS PRACTICES FOR PHOTOGRAPHERS has been adopted by schools across the country and has won rave reviews. See for yourself how MORE BEST BUSINESS PRACTICES FOR PHOTOGRAPHERS can improve your business and put you on the path to success.

## Book Information

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## Customer Reviews

John Harrington has worked for more than 16 years as an active photographer in Washington DC and around the world, working with both editorial and commercial clients. His photography business has been successful, with income rising ten-fold since he started. He has spoken at courses and

meetings of The NPPA's Northern Short Course, The White House News Photographers Association, Smithsonian Institution, Corcoran School of Art and Design, American Society of Media Photographers Capital Region, University of Maryland, Northern Virginia Community College, Trinity College, and the Northern Virginia Photographic Society. Editorially, his credits have included the Associated Press, The New York Times, The Washington Post, Time, Newsweek, US News and World Report, The National Geographic Society, USA Today, People, MTV, and Life. For corporate and public relations clients, John has successfully placed images with the wire services (Associated Press, Reuters, Gannett, Agence France Presse, and UPI) over three hundred times. Commercially, John has worked with well over half of the top fortune 50 companies, and even more of the top 500. Ad campaigns for Seimens, Coca Cola, General Motors, Bank of America, and Freddie Mac, to name a few, have been seen worldwide.

If you are looking for a book that will encourage you to cut corners and make excuses, do *\*not\** buy this book. If you want a pull-no-punches series that will keep you sustainable in your business practices, this is the book for you. Serious photographers know John Harrington's books and have used them to build their business into profitable endeavors. Sometimes his advice is hard to hear or can make you think, "That's impossible! No one would pay for that!" However, when you put all pieces together and start implementing his suggestions for best practices, you'll see it's much easier than you thought and his advice is usually spot on. Each part of this book series will teach you how to be fair with your pricing, find rates acceptable to your marketplace, and create a foundation for business that will keep you doing what you love: shooting pictures. He extensively researches best practices and scours the professional world for experts assessment of each book's advice. This book is truly a great way to get familiar with the way to run a successful business, branch into new markets and grow your client base successfully. PLEASE NOTE: This is only one of a series of BBPFP. I highly recommend getting the whole series. Each book contains new and updated information for photographers. If you choose to only get the 1st book, you will miss important additions like video and motion production advice, how to market your work to nonprofits, changing IRS regulations, contractual additions for new media, and much more. Also, I was one of the individuals asked to do chapter reviews on this book. I do not receive any royalties from the sales or benefit for my contribution except the author bought me a copy of the book. I, along with dozens of other professionals, simply participated to help create the most comprehensive advice possible for you to enjoy.

Not as long as his first book, this is very relevant to the business of photography and worthy buying. He touches on the finer points; the subtleties such as words to use and not use with prospective clients, professionalism on the job, pricing your work, impressing clients, working for non-profits and using social media to mention a few. He has a lot say about video production as an adjunct to still photography and registering your work. Just as valuable are the lists of books he recommends at the end of some chapters. Overall, this second book contains a wealth of information from the author's career and good advice for those willing to seek it out.

Along with John's first book "Best Business Practices" this book is a must read for those who want to own/run a business that makes pictures. I realize it's more sexy to spend time thinking about the photographs you want to make, but if you do not take the time to learn the right way to set up and run your business, you will not be in business long. John takes the time to spell it out so you do not have to re-invent the wheel, if you're thinking about turning your passion into a business or have been in business and want to improve your business practices then this book is a great place to start. To run a photography business today demands right-brain thinking with a left-brain approach. You're not just a photographer, you're a business owner that produces photography. Easy to read, with great information.

It's real simple, if you liked the author's first book on this topic "Best Business Practices for Photographers" then buy this book as it is a continuation / update to that book. If you have not read the first book the author wrote on this topic (mentioned earlier) then read that book first. And yes, I VERY HIGHLY recommend that book. My only suggestion if there is a second edition to this book is to move the software user manual like sections (how to use the online copyright system and Quickbooks etc) to appendices. I think the main chapter should discuss the concepts and issues in using these software / web systems and the appendices is logical place for step-by-step software manual sections. Just my two cents...

If you don't have time to enroll in business & art law classes, then think about getting Harrington's book; it provides an overview on how best to manage a photo/video business. Of particular, I enjoyed Harrington's in-depth process of how he registers his photo copyrights on-line.

John Harrington's sequel is a great addition to the professional photographer's library. If anything,

Harrington provides too much detail but overall gives good practical advice on how to run a business of photography. Highly recommend this book AND the original Best Business Practices volume.

Great book for those looking for insights into business side of professional photography. Excellent addition to the first part. Must-read book for photography schools and universities.

Top "Photography Business" books set Volume 1 & 2.

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