



# Successful Self-Promotion for Photographers

*Elyse Weissberg, Amanda Sosa Stone*

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## **Successful Self-Promotion for Photographers** Elyse Weissberg, Amanda Sosa Stone

There's much more to being a professional photographer than simply taking great pictures. Today's self-employed photographers must have marketing savvy to spare. This guide from a widely known and respected industry insider provides that—and much more.

In *Successful Self-Promotion for Photographers*, freelance photographers learn what they must do to improve their skills after the pictures have been developed. Featuring sections such as “Focus Your Image,” “Sharpen Your Client Focus,” “Identify Your Market,” and the ever-important “Spot Trends,” here are dozens of surefire strategies for selling services, staying on top of the latest market trends, and winning enough high-paying work to survive and thrive in this very competitive business. For any photographer looking to make it big behind the lens, this indispensable reference shows how to get the right exposure every time.

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