



Freelance Photographer's Handbook: Success in Professional Digital Photography

Cliff Hollenbeck, Nancy Hollenbeck

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Providing useful strategies for becoming a freelance photographer and building a successful business, this in-depth manual offers a complete overview of the profession—from perfecting the art form to project management. Demonstrating important points for getting started—customer service, marketing, billing, and negotiating prices—this comprehensive guide also delves into important matters of law, taxes, permits, insurance, and copyrights. Paying special attention to the evolving role of technology in the creation, marketing, and sales of images, this reference provides invaluable advice on digital photo equipment, computers and software, and custom processing. Loaded with entirely new images, this revised edition details a variety of interests—such as advertising, entertainment, fashion, or travel—and presents step-by-step instructions for turning a passion for photography into an exciting, full-time career.

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