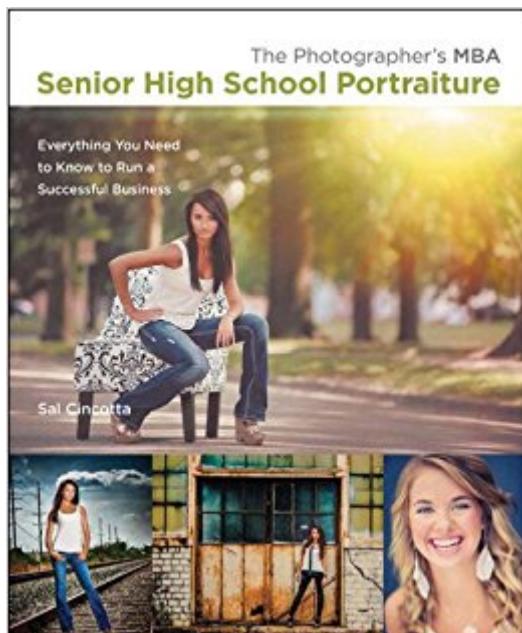


The book was found

The Photographer's MBA, Senior High School Portraiture: Everything You Need To Know To Run A Successful Business



Synopsis

For those photographers looking to start a business or expand their current business to include the lucrative high school senior portrait market, The Photographer's MBA: Senior High School Portraiture is a complete resource that dives deep into every aspect of the genre. Unlike other books that only cover one part of the business, photographer Sal Cincotta, who leads a highly successful portrait and wedding photography business, covers them all, including everything from shooting, posing, lighting, and post-production, to all the details on the business side: from creating business and marketing plans to pricing, costs, branding, and sales. Learn how to effectively define your style through your approach to lighting, equipment, posing, and post-production. Understand every aspect of the senior portrait "ambassador program" what this referral program is, and how this essential component of the senior portrait business will help you succeed. Create business and marketing plans that will provide focus for your business and allow you to reach both your short-term and long-term goals. Assess your website, branding, and social media strategies, and learn how to improve your findability online. Tackle the pricing and sales process, and ensure that you are creating the best experience possible for your clients. The book also offers a Next Steps section at the end of key chapters, which contains exercises that challenge you to actively implement the overall lessons in the book. By helping you create a solid plan, a strategy you can implement, and a vision for your business, The Photographer's MBA: Senior High School Portraiture gets you well on your way to creating and sustaining a high school portraiture business that will grow and succeed for years to come.

Book Information

File Size: 68279 KB

Print Length: 239 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Peachpit Press; 1 edition (November 14, 2013)

Publication Date: November 14, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00GO4I9BS

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #448,069 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #36

inÃ Kindle Store > Kindle eBooks > Arts & Photography > Photography > Professional #146

inÃ Books > Arts & Photography > Photography & Video > Business & Careers #379

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Customer Reviews

If you have heard, seen or even been near Sal Cincotta then you know 75% of this material already. I watched Sal on his very popular and well done Wedding Bootcamp class, on CreativeLive. His method is basically the same for the senior portrait market--know your client, reach your client, sell the experience not the product and price yourself for the right market. Great advice and the kick in the pants that photographers who want to be successful business owners need. I found several 'gems' in this book that paid for the book just by themselves, like his HS Ambassador program structure. Well written book with practical "Now do this" tidbits at the end of each chapter. The final chapter is a nice summary of all those action items. Worth buying.

This is an amazing book with fresh ideas and great photo's to get ideas. On this cover page I love the chair that this young girl is sitting on. I'm now looking for one exactly like it.

I am about half way thru this book (first read and there will be a second) and I could not wait to review it. Having seen a couple of online classes that Sal taught I was pretty sure this book would be very informative and easy to assimilate - I was right too. I've been shooting for a while and recently was thinking about branching out to seniors, so this book is so helpful. It has answered a lot of questions I had. I cannot stress how help this book has been for me. Thanks Sal!!

A great read for photographers needing some good tips and business props in High School Senior portraiture! I am a photographer who has dabbled in and out but just now seriously looking at it as a business. This helped me a lot!

A-Z on how to be a legitimate studio. Follow this book and you cannot go wrong. Don't waste your

time winging it. Study this guide and everything will be in place. No nonsense honest advice. No more trial and error. Take control by using this book!Seasoned pro or beginner.

Best book out there about capturing the high school senior photo market. I like Sal's no nonsense style and approach not only to the shooting portion but the business side of the market. Thanks Sal for another great book!

Hi Sal, Hoping to make you smile even more! I bought this book assuming it was mostly business but had a little of everything to improve your senior business and photography world. It was in fact mostly all business. As a business degree holder it was a lot of things I already knew mixed with some things that were very helpful. I have followed Sal on FB, CL, and BTS . I am still trying to attract " my kind of client " ... I could almost hear him narrating the book. I was really tired when I reviewed it before and my review actually made his FB page! I decided to rewrite my review. If you have a business degree and actually did you work in college much of this is review.. COGS and such.. but there still might be something for you... we can all always learn something new.. I am glad I bought this book but I sooo wish for some of Sals other incite in the senior world. I also was hoping for more awesome images , Jeff Smiths books are full of them, however Jeff came off as arrogant and I stopped buying the books due to his OL personality he displayed. Sal is funny and nice OL and a positive person in comparison. I prefer to buy books from a great OL author and photographer. Please Sal do a book on the other aspects of your senior world to go with this, sort of a companion book on the other .. I would think it would sell well :)

Awesome! This book met all my expectations and then some. Super informative. I read it in an afternoon, I couldn't put it down. No regrets on this purchase.

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