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Advertising Photography: A Straightforward Guide To A Complex Industry



Synopsis

If you are an aspiring or professional photographer looking to break into advertising, "Advertising Photography: A Straightforward Guide to a Complex Industry" will provide you with an honest and uncensored look at this highly competitive and lucrative business. While working in the advertising photography industry can be glamorous and financially rewarding, it can also be intimidating and difficult to break into, requiring networking savvy, financial know-how, and marketing and business skills on top of photographic talent. Advertising Photography strips away the glitz and presents a candid and complete picture with solid advice to newcomers. You'll learn how to get your business started, including writing a business strategy, successfully negotiating a bid, what to expect during the shoot, post production and delivery tips, and how to properly invoice your clients. The book explores several business management styles supported by the real-world experiences of veteran advertising photographers, illustrated with stunning full-color images of the work that got them where they are today. By examining the methods and strategies used by those who have already made it in the industry, you'll learn smart business practices to apply to your own work, giving you time to focus on the creative aspects of your craft, which is what will ultimately lead you to a successful advertising photography career. Learn from the experiences--good and bad--of those who have been there! -Practical how-to tips, information, and examples from each of the top genres -Learn how to get your business started, including writing a business strategy, licensing and copyright information, creating branding for websites and portfolios, insurance and legal issues, and more -Essential industry resources for estimating and invoicing software, professional organizations, marketing services, and creative consultants

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Customer Reviews

If you have a keen grasp of the obvious you've gathered that the book is about the advertising photography industry. But not from a pedantic do-these-things-to-become-successful perspective. I write about many of the stupid things that I did that you shouldn't do. There is no correct way to become a successful photographer, but there are all kinds of things you can do to tank yourself. Also featured is the work of twelve other successful photographers and their stories about how they got into, and succeeded in this fabulous business.

Lou Lesko started shooting fashion photography in San Francisco in 1984 when he was 19 years old, and he has also worked as a successful photojournalist and commercial director. He is currently the managing editor at the National Geographic Assignment Blog. Lou is one of the founders of PhotoCine News and the founder and chief chaos master at Blinkbid Software, business software for creative professionals. Bobbi Lane is a commercial photographer specializing in creative portraits in studio and on location. BobbiÃ s multi-faceted approach to photography incorporates over 30 years of technical experience with innovative artistic interpretation. She shoots primarily people on location for editorial, corporate, and advertising accounts as well as photographing "real people" and travel for stock. Her stock photography has sold worldwide for ads, posters, and billboards. Bobbi's clients include: Warner Bros., PricewaterhouseCoopers, Samsung, Bose Corp., Neutrogena, Ricon, Mattel, Maui Music Festival, McDonnell/Douglas, Sears' Tower Skydeck, and the Morro Bay Natural History Museum. She is a regular contributing photographer to both Ridgefield and Bedford Magazines. As a dedicated photo educator, she brings insight and enthusiasm to her hundreds of students every year. Bobbi's excellent rapport and communication with her students inspires and motivates, while her straight-forward teaching style reaches students of many different skill levels. Bobbi teaches at the Santa Fe Workshops, the Maine Workshops, the Julia Dean Workshops, and the International Center for Photography in New York City. She is the Chair of the Education Committee for Advertising Photographers of America, and the creator of their Successful Emerging PhotographerÃ s program. Bobbi is a Contributing Editor to Photo Techniques magazine, and author of the book, *Creative Techniques for Color Photography*, published by Amherst Media. Her new instructional DVD, *Portrait Lighting Techniques* with Bobbi Lane is available through Calumet.

Not a casual read and you may need to use toothpicks to keep your eyes open. A text book chuck full of valuable information and best taken in small doses to best digest it all. Read several heading or at most a chapter at a time, as there is just too much to digest by reading more in any one sitting.

Lou's book is the best thing I ever read on advertising photography, and one of my favorite photography books period.(That's a big thing for a completely rabid "bookaholic" like me!). Divine in it's straight-forward delivery, next to great images and detailed examples. It's everything you could want in a dream book: informative, honest, funny, timely, practical, inspiring. Can't recommend it highly enough. This is the guidance everyone wishes they had back when they were starting out. Nothing like the "school of hard knocks" to teach what no school can. Lou's book is a tour de force! Bravo to Louis Lesko and thank you.

This book is an excellent guide for the novice and professional photographer alike. Use this book to help you sharpen our eye and skills, understand the world of advertising photography, preparing a portfolio, and keeping your clients happy.

Not only does Lou walk you through the intricacies of doing business as a commercial photographer, he offers basic insights and meaningful advice any photographer can use. Further, his style of writing makes this a fun and interesting read. A definite thumbs up.

This is another book that I purchased for my son because he needed it for one of his college classes.

I'm a professional portrait photographer, and I specialize in children and family photography. But I've been wanting to delve into the fashion and commercial side of things. As this is my second career and with a family to support, I don't have the 'luxury' of going to photography school or assisting for ten years. How then to understand, even a little, the mysterious world of ad agencies and commercial image production? Thankfully, I just stumbled upon Lou's book. It really was laser-sited right where I needed it to be. No fluffy art talk, no photographic technique (which is better covered somewhere else anyway). It's all about the business of commercial photography. Sure it has some really great images, including descriptions of how some of them came about. But it's not a book about how to make those images. It's a book about how to sell them, how to be in the position to sell them, and how to get hired to make images in the first place. My only complaint is that the book

ended too soon. It's not a small book. It simply was such a good read, I didn't want it to end!OK, that's not a real complaint. I did find that the one area the book didn't really cover was how to get started small. How to target agencies and/or projects that were appropriate for my particular skill set (or lack thereof). Not that it's likely to happen, but I wouldn't want to have my portfolio book called in, get the job, and then find out it's a three-day shoot involving 20 models, circus animals and a portable ice rink. How does one get started with the small (but paying) gigs?But that aside, it's an incredibly valuable book. When I finished, I actually toyed with the idea of starting it over. I only have one other photography business book that's ever made me feel that strongly about it.Oh and Lou is darned funny too! And no I don't know him, have never met him, and have no connection to him or his publisher.- Matt Haines Photography

Louis Lesko draws you into the life of a commercial photographer- navigating the reader through the damaging gossip, the scheming clients, and the overbearing art directors. Lesko's writing style is accessible and easy going. His stories about the advertising industry make this a good read for anyone, not just photographers. You wouldn't expect a photographer to be so forthcoming about his mistakes, but to his benefit it makes this book the most entertaining "how to" text I've ever read. While Lesko is entertaining he's also informative and brutally honest- he leaves no nasty surprises to the green photographer entering the commercial field. Lesko continually writes, "if you don't think you can handle [blah blah] then you may want to pick another field". There's lots of advice on getting into the profession, avoiding traps, dealing with clients, finding a good work routine, and staying afloat when you're not getting jobs. There's also rare technical advice on developing usage contracts and working a bid estimate. Each chapter centers on a specific task with an interview at the end with another photographer- providing a fresh view of the topic and getting into the business. Lesko says there's no one way to maneuver through the commercial world, each person has their own way of doing things, and it's good he gives the reader a chance to explore other viable options. One piece of advice I found invaluable is to never degrade yourself by being embarrassed by making ends meet or having a side job. Never say, I waitress, but I'm really a photographer. Just say I'm a photographer. After I finished reading Advertising Photography, I quickly began planning my own commercial career. I was too excited to wait!

There are many aspects of photography that have nothing to do with a camera, but with meetings, knowing how to sell your work, how to behave in a specific situation or some inferences and personal interpretations you have to do yourself while working day by day. These aspects are written

nowhere and you, as a freelance, have nothing to compare with. This book focuses on all these aspects learnt from experience and past mistakes with clarity and a lot of **SINCERITY**, a virtue not very common in the world of the experienced photographers. Most of the topics covered in this book are useful in many other specialities of photography, not only in advertising. A book that will save you a lot of time if you want to become a full time professional.

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