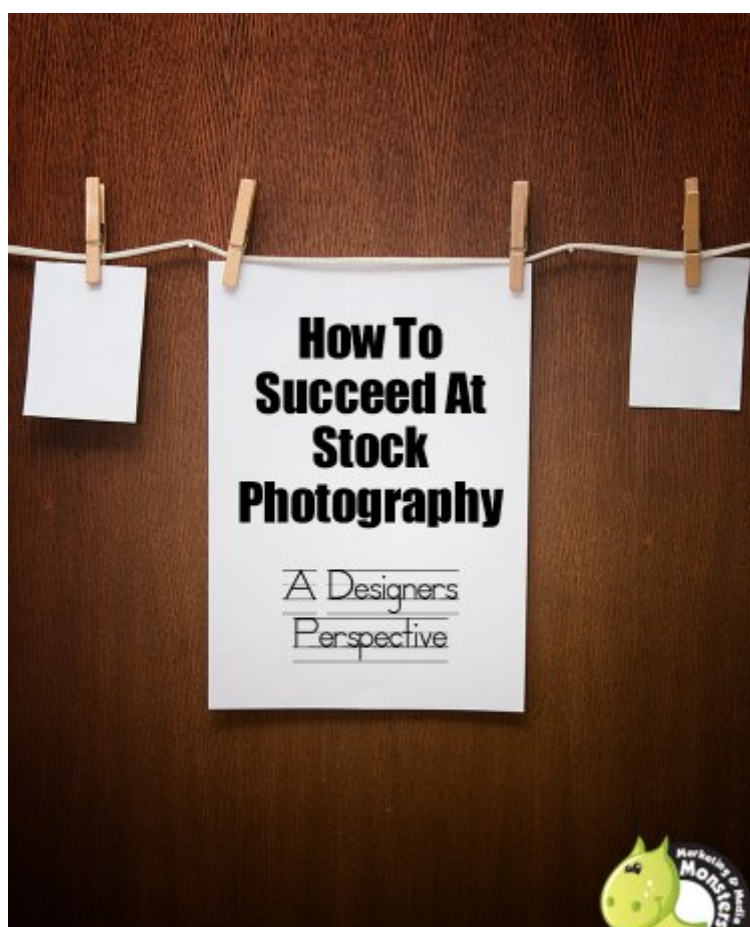


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How To Succeed At Stock Photography: A Designers Perspective



Tara Jacobsen & Rebekah Welch



Synopsis

There are plenty of great books out there about how to take amazing stock photography, but there is a missing element – who is going to buy all those photos you are taking? Written by two marketing powerhouses who have purchased 1000's of stock photography images over the years, this book will help you to find out what the marketplace is dying to have and how to make your pictures the ones that are flying off the stock photography sites. We wrote this book in hope that all the talented photographers out there will provide us with even more great images to use in our marketing efforts. A dynamic marketing duo, the authors are actively engaged in massive online and offline marketing efforts, both for themselves and their clients. Some of the areas that this book covers include: What Is Stock Photography Why Take Another Picture Of The Same Thing Photo Layout Is Key For Designers How Do Designers Functionally Use Stock Photography Miscellaneous Stock Photography Tips How Do Designers Choose Stock Photography Taking Pictures For The Seasons #1 Bestseller On in the professional photography category!!!! There are plenty of great books out there about how to take amazing stock photography, but there is a missing element, who is going to buy all those photos you are taking? Written by two marketing powerhouses who have purchased 1000's of stock photography images over the years, this book will help you to find out what the marketplace is dying to have and how to make your pictures the ones that are flying off the stock photography sites. We wrote this book in hope that all the talented photographers out there will provide us with even more great images to use in our marketing efforts. A dynamic marketing duo, the authors are actively engaged in massive online and offline marketing efforts, both for themselves and their clients. Some of the areas that this book covers include: What Is Stock Photography Why Take Another Picture Of The Same Thing Photo Layout Is Key For Designers How Do Designers Functionally Use Stock Photography Miscellaneous Stock Photography Tips How Do Designers Choose Stock Photography Taking Pictures For The Seasons Editorial Schedule For Stock Photos The whole second half of the book is a comprehensive overview of the year, detailing specific subjects that designers are looking for, giving you a checklist of pictures that you can be sure will get a look! Never get "stuck" again, from now on you will have a built in template for what to take when to ensure sales. Scroll up and grab a copy today.

Book Information

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Customer Reviews

First, let me say that I am a stock photographer and also the author of a book on getting started in stock. Hence I am a prime candidate for this book to learn about the industry from the "other side" - the users of my images. The book, which is pretty short, does give me some background on the mind of a designer, but, to be honest, not in a great deal of detail. There is reasonable information about the importance of copy space, a little about the importance of submitting different views and layouts of images, a bit about file sizes, but most information is quickly covered and then on to the next topic. The lists of holidays and events in the US that may call for images is interesting and I will probably refer back to that. Overall, it took me perhaps 20 minutes to read and my one major takeaway was to keyword using words that a designer might use - conceptual as well as factual. That is always important to remember and was probably worth the price of the book. Steve

Great information for photographers wanting to do stock photography, but it is also full of great information for people who are doing their own marketing for their own business (what to look for in photographs and lots of ideas for marketing images going month to month!). This is well worth the price... for anyone who has any interest at all in what stock photography is and can be used for! Love it! Thanks M&M Monsters!

It takes a lot for me to leave a neutral but this is the kindle layout and it is really poorly put together. I am a newbie to photography. Does not flow, the content is very watered down and general. I read it twice before leaving the review and this is the best i can give it. Three stars.

This is a great guide to knowing which kinds of pictures would be most helpful to add to your account and when. It is also helpful in giving the reader more insight into the differences between a designer and a photographer. I was looking for more of a complete guide, but this did provide plenty of useful information that I will be using.

Easy read and very informative. Learning how the photographers brain differs from the designer is the key to selling. Can't wait to apply what I've learned and see if it works. The calendar timeline I helpful too

This was a short but sweet read. I did think it could go more in depth because this is a large subject. It's a great introduction but not a whole lot more. I still recommend checking it out.

Great little ebook with some insider tips on what to photograph and how to categorize your stock photographs, from the perspective of some of the people who buy them. Well worth the read.

A nice listing and many ideas.

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