



The Photographer's MBA: Everything You Need to Know for Your Photography Business

By Sal Cincotta

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, The Photographer's MBA: Everything You Need to Know for Your Photography Business, Sal Cincotta, If you have finally taken the leap with your photography and gone into business-or if you are considering it-The Photographer's MBA will prove a helpful guide in navigating the often confusing and occasionally frustrating territories of business, marketing, pricing, and contracts. Photographer Sal Cincotta, who runs a highly successful portrait, senior, and wedding photography business, deftly leads you through "the other 90%" of the job of a photographer. In this book, you will: * Consider what kind of business entity is best suited for you, such as a sole proprietorship, S-Corp, or LLC * Learn about the critical importance of both business plans and marketing plans, and how they will help you reach your short-term and long-term goals * Understand branding's elements and how to define your own brand so that you stand out from the crowd * Assess your social media strategy to optimize your presence online, and learn about search engine optimization (SEO) to increase your findability * Tackle costs, pricing, and contracts (including copyright and model releases) At the end of each chapter, Sal...



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