



Portrait Pro: What You MUST Know to Make Photography Your Career

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It's easy to say, "I want to be a professional photographer!" but too many would-be pros see their businesses collapse within a few months or years—or never get off the ground at all. In this book, acclaimed photographer, photo-educator, and successful studio owner Jeff Smith shows you how to avoid the pitfalls and set a course for creative and financial success—right from the start. Every aspect of the field is covered, from developing a style that's on-target for your unique marketplace to maximizing client satisfaction at every stage of your interaction. You'll learn to make your shoots more productive, your sales sessions more profitable, and your business more desirable to new and existing clients. Whether you're launching a new photography business or seeking to re-invigorate an existing studio, this book is packed with ideas to help you succeed!

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