

10 Top Digital Photography Secrets

<http://www.birdiesweb.com/dp-cd.htm>

You have the right to distribute/resell this report in any way you wish but it must not be altered in any way.

You may sell/distribute this report via auction sites or include it in membership sites, again provided it is not altered in any way.

You may use this report as a free giveaway for list building or as a gift to your list. If you do this it must not be altered in any way.

© Ian T Bird



Get Paid To Use Your Digital Camera

Seven Reasons You Should Have This System:

1. You will learn how to earn an ongoing residual income
2. How you can get very large commissions by taking pictures of vehicles for sale
3. How to turn your photos into screen savers
4. How to sell your images on your own website
5. How to sell your photos offline
6. How to make your images look professional
7. How to sell your photos like hotcakes on eBay.

A few comments from happy customers:

“Excellent Income System”

“This Program Is Excellent”

“I Got Started Immediately”

[Click Here To Get Paid To Use Your Digital Camera](#)

Table of Contents

Introduction	page 4
The Basics of Photography	page 5
The New Way to Taking Photographs - Digital Photography	page 7
In Praise of Digital Photography	page 8
Choosing a Topic in Photography	page 10
More Than Pictures – Memories	page 12
Portrait Photography	page 14
Still Life Photography Techniques.	page 15
Tips for Photographing Your Cat	page 17
How to Create a Professional Landscape Photograph	page 19
Start Your Own Photography Business	page 20
Conclusion	page 22

Introduction

My venture into the realm of digital photography started in June 2009 when my wife and I took a coach tour over the middle of Australia – generally known here as 'The Outback'.

The coach tour took us from Ayers Rock to Darwin, some 1500 kilometers in all.

I had bought a digital (point and shoot type) camera with the intention of taking many photos of the very interesting things that you see on trips like that.

The camera was a Kodak EasyShare C613 – 6 megapixel.

If I'd had a little more time before going on the trip, I would have boned up on digital photography and digital cameras, so that I could make the most of them.

However, that was not to be, as we only had about 3 days to pack and get ready for the adventure of our lifetimes.

So, I ended up being a complete newbie to digital photography, and although it wasn't too hard to come to grips with it in a small way, I wished I'd had more time to bone up on it.

These articles are the end result of my searching for info on digital photography after we got home from the trip. I thought I'd put them into a couple of ebooks to share them with anyone who might have an interest in the subject.

Enjoy!

Regards

Ian Bird

The Basics of Photography

If you are a sports fan, you know what it means when a team goes into a “rebuilding year”. It is just when the owners or coaches decide its time to train new members and correct bad habits in others. And invariably, what team leadership says when they go into such a time is that they are going “back to basics.”

Sometimes it’s good for us as photographers to go back to basics. And, of course, if you are just getting started in the world of photography and want to learn “the ropes”, the basics are a natural start. But you want the basics of what the professionals know about the craft of photography.

Anybody can take a picture. I attended a wedding reception where the wedding party left a disposable digital camera on each table at the reception for guests to snap photos. Before the evening was over, it was the children who were running around taking pictures of everything from the dirty dishes to their own underwear. These were not photographers and while those pictures will no doubt get a few chuckles, these are not the kind of professional pictures people want for their long-term memories.

Obviously, the cornerstone of the basics of photography is the camera. When you see a camera geek walking around with enough equipment on his neck to launch a space shuttle, you get the impression that cameras are phenomenally complex, more than mere mortals can grasp. But look at the professionals and you see them working with portable, relatively easy to operate cameras. That is because the basics of running a camera come down to aperture and shutter speed.

Now don’t get nervous about fancy terms. Aperture is just a term for how wide your camera lens is open to let in light. And shutter speed is just how long you let the light come in to affect the picture. For getting a shot of a fast moving event, you want a wide aperture to let in a lot of light but a short shutter speed so you capture the event quickly and close the window so the picture is caught before more light hurts the quality.

Photography is really all about light. You can and will get learn a lot about lenses and flash photography and other ways to turn the control over the lighting of a shot to you. So add to your core skills of photography a willingness to never stop learning. The better and more sophisticated you get in your ability to work with the equipment, the more you will learn and the more you will want to learn.

You can get a greater control over these basic controls of the camera such as aperture and shutter speed by learning how to switch from automatic settings to manual settings. The automatic settings of any camera are just there for the general public who are not interested in learning the basics. So they give you some basic settings like landscape, portrait and sports settings. By switching to manual, you can learn what settings work best in different situations.

And that takes us to the most important basic about becoming a great photographer and that is practice. Take some time with your equipment and play with it. Take it to situations

and take photos with different aperture and shutter speed settings, in outdoor and indoor settings and different orientations to light. Don't get upset when some shots don't work. That's part of the learning curve.

By learning by doing, you will build your confidence in your work and eventually become a great photographer. But don't get cocky, there is always more to learn. And that is one of the fun things about photography, isn't it?

The New Way To Taking Photographs – Digital Photography

Photography is an art. It takes practice, skill, and an eye for the unexpected. Not all people will take the time to study a landscape, wildlife, building, or other subject to find the hidden depth within, but when they do often they will find great meaning in the photo they take. Photographers spend their lives looking for new and different ways to shoot a subject. Digital photography is just one new way of taking a picture. There are many advantages for working with digital photography.

The darkroom is out the computer printer comes forward for most of us using digital photography. We are able to send our pictures to all our friends with a few clicks of the buttons. Digital photography makes taking a picture simple, by eliminating some of the guesswork. With the LCD screen on a digital camera you can now view the photo you just took without waiting an hour or longer to see the film develop. We are no longer limited by film capacity, but by memory cards. Most memory cards have 32MB or 1GB depending on how much you've spent on equipment.

Digital photography can encompass the professional cameras with the interchanging lenses, manual setting or it can be a simple point and shoot camera. Whether you are looking for a professional grade picture or something your friends will laugh over digital photography has made taking photos easier. As I said before we can see the picture before we ever print, and also a lot of digital cameras will allow you to crop and save the photo before printing.

Digital cameras can be all sizes from a key chain camera to the professional. We have all had a little fun with digital on our phones. If you are more interested in the professional side of photography the first digital camera you choose should have interchangeable lenses with a high resolution. It can be automatic if you feel more comfortable with light settings, however most have ISO settings, aperture, and shutter speed choices as well.

Like with older photographer setting up your shot is half the fun. Determining the settings you need to use for light is the other. Setting up your shot still requires you to have an eye for the unusual or for making the unusual out of a common scene. Walk around the subject and look for every possible angle, you may even decide to take several photos to choose the best angle. This is where digital photography surpasses film cameras every time. Once you have looked at all angles and taken photos you get to see if the effect you wanted is there. It is a faster way for you to learn how to set the shutter speed and aperture on a shot and use lighting because you see the results while you still looking at the scene.

Digital photography may not seem like it would still use all those skills you learned on your old camera, but this is definitely not true. Instead digital photography enhances your learning while you are still at the sight. Instead of long hours in a darkroom or waiting in line you can get the picture you want right then. It certainly gives more towards vacation photos when you can see if your thumb is over the lens or the camera strap was in the way or worse someone just walked in front of you. Digital photography like all things has evolved to help us experience a new way in photography.

In Praise of Digital Photography

In any discipline, you will have what many think of as “the purists”. Purists are those who revere the way things have always been done and view new innovations in the field as upstarts and obviously of poorer quality than the tried and true methods.

This is nowhere more true than photography. For decades the film and chemical processing method has undergone continual refinement to achieve higher and higher levels of sophistication and to find higher levels of quality. Small wonder that when the digital revolution came along, “the purists” were, to say the least, a bit snobby about the idea of professional photography moving in this direction.

But there are some genuine reasons to at least incorporate digital technology into your professional photography game plan. These reasons are compelling enough that more and more we are seeing the big studios going all digital. So if you are running an independent photography business or if you are “just” a photography hobbyist (and thank God for the hobbyists), you may have to think through the value of moving to digital processing yourself.

Ease of Use.

The amount of fuss and sheer “stuff” of doing a shoot digitally is dramatically less involved than using the older technologies. Witness how the digital revolution in photography has revolutionized the personal camera world. Now people can take as many pictures as they want and have them to review virtually instantaneously.

Probably the biggest leap forward in the use of digital photography is that you can do re-shoots quickly, easily and for virtually no cost. If you conduct a portrait session with a customer, you can have the “stills” of the session available almost as soon as the session is done. If a shot was good but not perfect, you can correct it and re-shoot immediately saving huge amounts of time and improving the chances you will get the portfolio you want and that the customer wants on the first session.

Rapid Customer Service.

The impression we get when a technology delivers so much value to the public is that quality will go down. But, amazingly, this is not the case with digital photography. If anything, the quality of the photographs is as good or better than any we could do with prior technologies. And the cost both to you as the photographer and to your customer drops off so dramatically that the age old complaint the customer has had about professional photographs costing too much can be eliminated making the customer want to use your services more often.

Digital photography, being a child of the internet and the digital revolution that has swept our lives via personal computers, can be delivered in a myriad of ways and at a speed that was unheard of prior to the arrival of this technology. We can deliver the photos via email, by posting them to an online gallery or by burning them to a DVD or CD so the customer

can order lots more shots for the same cost and have them delivered in a way that easy to view and store.

Editing

Editing has similarly moved from the realm of the back room wizards to something any of us can do due to the sophisticated computer programs, such as Photoshop, that we can use to improve the pictures we take. It is really amazing the effects that can be imposed on a picture with this software. But more importantly we can so much more easily correct minor problems with a photograph so what might have been a lost session can be improved to become acceptable with some clever use of digital editing.

In virtually every way, digital photography, delivery and editing is superior to the way “the purists” would have us hold on to. It makes our lives as photographers easier, faster and more profitable. But above all, this is something our customers want us to use. They get to enjoy their pictures so much faster, at a more reasonable cost and the pictures can be emailed to friends and posted on their family web sites which is fun for everyone. So despite our desire to be “purists”, every reason we need is there to convince us that digital photography is the way to go.

Choosing A Subject In Photography

How do you know what photos you will take? Are you going to a family reunion? Are you going out for a hike and hope to see some wildlife? There are many questions when it comes to photography. You will want to have a basis of photography techniques to provide the best photograph and once you learn those techniques the subject will be up to you. Most photographers whether they are professional or amateurs like you will have a medium they work with. It is the same with other artists; you have painters, sculptors, sketch artists, and much more. Photography is art and therefore requires an eye for the right photograph.

How do you know what subject you will shoot? This is where your interests lie. If you wish only to take pictures of wildlife then you will have to wait for the subject to come into view. Obviously you can go to a wildlife park such as the Rocky Mountain National Park and hope to find subjects. Most often it will depend on the time of year. Elk and Deer are more prominent when they come down the mountains to mate and eat. Birds will always be available, but the type of birds will vary. If you are in Alaska chances are you will have several chances of shooting a Bald Eagle, while in Florida you may find heron or cranes.

When you are practicing techniques you will have to choose your subject accordingly. A lot of us are regulated to the area around us. Landscape photography requires the use of the land you have around you, unless you are going on vacation to some place new. This is another important fact to choosing a subject. You are either limited or you have the whole world at your feet. It will depend on your traveling abilities. For now we will stick close to home.

Once you choose your medium you will then go in search of subjects. The subject that speaks to you is what you should choose to shoot. If a tree and the knots it's formed interest you, you will want to check the lighting of the area. Deciding which angle to shoot from will also make the decision on the subject. The lighting may not be right for the subject you have chosen and the other side of the subject may not yield the best picture.

To choose a subject you will need a good eye for detail and observation. Often the best subject is not the one you can see with a plain eye. Have you ever looked at a tree and found a spider web hiding in the leaves? If you look closer you might even find a spider. A spider web can make a great picture not only because of the technique required to have the web show up in your photo with the silky threads, but also the pattern of a spider web. We are fascinated with an organism that can create a symmetrical pattern.

Again your eye is the best tool for finding a subject. How you choose the subject will depend on what is available, the angle and the light. Moving slowly through an area such as landscape will help you determine the subject. Looking under leaves or rocks is often beneficial to finding something new and different. You never know where you will find a picture just waiting for you to click a picture. Some people and animals do things that will never again happen and this is when you want to have camera available. Most people interested in photography carry a camera with them everywhere they go. If this sounds like a habit, a real habit turns into a hobby and a possible income if you become good at

taking the right pictures. As you get better at taking the pictures, you can then start displaying your pictures for others to see and possibly buy.

More Than Pictures - Memories

When you are hired to be the photographer for someone's wedding, it is quite an honor. For a professional photographer, we can sometimes just see it as another "gig". But it pays to look at the event through the eyes of the wedding party, the parents, the siblings, the groom and above all the bride. For the bride especially, there is nothing routine about this day. Everything is personal and getting the best possible photos of this important day could not be more personal and important to her and her family and her groom as well.

So if you are expanding into or setting out on building your photography business to include wedding photography, you should plan to approach this task much differently than any other form of photography. You are doing a lot more than taking a few snapshots of an event. You are as much an integral part of the ceremony and the significance of that day for this bride and this groom as the minister or perhaps even many of the wedding guests.

So what can you do to make sure the wedding albums you create capture not only the events of this day but the emotions and the spiritual importance of it as well? The key is to know the hearts and minds of the people who are involved in the event. That means, get involved early and be involved often.

For most weddings, the planning begins as early as a year before the ceremony. If you get hired to be the wedding photographer, it is not too early to meet the wedding party and family that early also. To be a skilled wedding photographer, you should also have a bit of the investigative journalist, the amateur psychologist and the psychic in you as well.

Your photographs will capture not only the images of the event but also the spirit of the people who attend. So get to know each of the key players individually. This certainly includes the bride and groom but a similar level of familiarity is appropriate for the wedding party, the parents of the bride and groom and their best friends too.

There are some subtle ways you can learn the hearts of these people so you can plan to get photographs that will be ones the each person will say, "I am saving that one forever." Here are some suggestions...

- . Get to know the colors of the wedding. But more than that, find out how the bride and significant decisions makers view colors. Watch how they dress and show them examples of wedding photographs and listen to their reactions. You can plan the how to stage your pictures accordingly.

- . Every bride has that perfect romantic setting in their heart. If you can discover that hidden treasure, you may be able to frame a special wedding photo just to fit that dream. Perhaps she there is a public gardens in the city that has a fountain that she has loved since she was a child. If so you can make arrangements to have the wedding party meet out there when the lighting is just right in full dress and get some wedding photos that will be in her heart forever.

. Don't forget the groom. Maybe he would love to have a fun photo showing him and the bride on his Harley. Or if he is a big sports fan, getting a photo dressed out in team regalia at some other time than the wedding can be a fun addition to the portfolio. And it will mean a lot to him too.

Knowing the people, their personalities and what makes them tick makes you a better photographer. Don't miss a chance to be with the wedding party at every stage of planning. The key players will not only not resent your presence but they will see that you have the same commitment to making this day as special as it can be. And they will love the outcome and you will remain as much a part of this big day as the flowers and the chapel itself.

Portrait Photography

Do you just snap pictures of friends without a thought to how it may turn out? Portrait photography takes you a step up from people photography. It gives you elements to notice such as the angle you take the photograph, the lighting you will use, and the expression of emotion on a person's face. While you may be an amateur photographer deciding to take Christmas photos without the expense you will need to have some basic knowledge of techniques used by the professionals.

First when taking a photograph of a person you need to study their face. The face is important to the angle you will shoot from. Though it is a cliché, it is true some people have a better side. This could be in relation to scarring or acne breakouts or even simpler. For instance my left eye is larger than my right by just a bit, and looking head on into the camera will cause a horrible portrait, however if the photographer comes from the right side and angles up a little the light and shadows will help even out the features while keeping the distinctions that make me who I am.

Portrait photography is about capturing the essence of the subject, the personality. The little nuances of a face add character to the portrait. You will want to loosen up your subjects. If you are becoming a professional portrait photographer you will want to learn about your subject as you are taking pictures or perhaps meet them before the session. If they are just your family then you should know what would get their personality captured on film.

Lighting is the next important step to portrait photography. A lot of photographers prefer natural light to artificial. Your subject will in part decide this for you. Remember you will use the light you have. Natural light will often require setting the aperture to compensate for the camera's lack of definition. In other words you need to create the contrast with the light and shadows for the effect you want. Often artificial light is harsh and not directed properly unless in a studio. Again you will need to use the manual settings on your camera to create the perfect portrait.

The background is also important when discussing light. In a studio a photographer will pick a background that will not wash your features out or your clothing. They want to have a distinction or contrast between you and the background. This is also important of home portrait photography. You will want a background that gives color to your subject rather than taking it away. Finding a nice spot with a tree to sit on and mountains in the background can be a great portrait, but you will want to make sure the background is not too busy to distract from the subject. Make the subject seem apart of the picture rather than outside of it.

The type of camera and film you use will also determine the quality of the photography. Once you combine techniques such as lighting, angles, and understanding your subject you will be able to create a near to professional if not professional portrait for your friends and family no matter the occasion. Just snapping a picture is possible, but it would be great to have a better portrait?

Still Life Photography Techniques

There are many mediums to choose from in photography. Often a person will begin with still life photography and work their way towards portraits, wildlife, or landscapes depending upon their interests. Still life photography teaches a person to use light and shadows to find the emotion of the object. Here I will discuss many different aspects of still life pictures.

Still life expresses the photographers self while using inanimate objects such as pottery, flowers, candles, leaves, and fruit. The first step in still life photography is the lighting. You will want the object to have light from a single direction, so that you can cast shadows as well as light on the object. This will give it a depth of field, and dimension. You will need to choose whether you want a soft or harsh light. The more harsh the light the more shadow you will have. Often in still life reflectors are used to tone the light down. The best type of lighting for still life photography is side-lighting because you will attain more contrast between the object.

With still life photography, you have color control. You can choose the colors of the objects you use. When choosing the colors say with leaves and fruits you will want a contrast in colors, but retain a natural look. Harmony is the best word to use when attaining color control. The color will attract the viewer's eye, so if it is displeasing to you the chances are your viewers will find it just as displeasing.

With still life, you can choose an abstract motif. You may choose to put two objects together that do not make sense, but create a moving picture. You might have an interesting cut on fruit, such as a melon to reveal the inside core. The angle of the cut and the meaning of the picture will require thought from the viewer. Some viewers see different from what another viewer might see. This happens in the art world daily. What one thinks represents art another finds unappealing. Never let these influence your dreams and stop you from becoming even better in your work as a photographer.

You can also have control of variations. You can use the same subject repeatedly with different backgrounds, arrangements, and other objects. The key is to avoid clutter while creating contrast. The rule of thirds of composition is a great way to utilize still life objects. You can create a pattern based on the rule of thirds. Setting up the arrangements and trying several shots will lead you to finding the harmony between the objects.

You may think still life photography lacks the depth of other mediums; however, it can be used as a stepping-stone to greater photography. Still life can include an arranged garden to please the eye or a natural look. You can use natural light to offset the shadows and find the contrast. Still life inside or outside creating the arrangements is just one way to find pictures you will wish to display or give to friends. Remember lighting, color, and variations on arrangements will provide you will tons of subjects.

Applications for still life photography can include taking photographs for magazines. Often magazines have still life photos to show flower arrangements or decorating ideas for the home. With the many choices in photography, still life takes a special eye for arranging

objects and understanding lighting techniques. With all of photography being art you need to pick the subjects that will speak most to you and make them speak to others. These types of pictures go well when deciding to sell your photos or display them for the public. All pictures whether you think it or not may be just what someone wants to display and may offer to buy it. This helps you start a real goldmine of a business if you feel confident with your work.

Tips For Photographing Your Cat

Every cat is proud of his or her friendly feline. Cats make perfect subjects in which to photograph. You can catch your cat and a variety of interesting and fun poses when you know how to take pictures of your cat. If you are interested in photographing your cat, here are some tips to help you get the best shots.

Catch your Cat Napping

Nothing looks quite as relaxing as a cat taking a nap. Cats do sleep a lot, so if you take a picture of your cat napping, you have plenty of opportunity. The best time to take a picture of your cat is to catch it when it is asleep. You can take close-ups of your cat either as it sleeps, or gently wake your cat up for a relaxed look. For a nice shot of your cat, try gently rubbing your cat's belly right when you want to snap a picture. This will encourage your cat to roll over on its back.

Natural Sunlight

When you think of a sleeping cat, where do most cats enjoy sleeping? You can usually find a cat napping in the sun. If you have a window that gets full or filtered sunlight during the day, then try to open the curtains or blinds to encourage cat napping. As soon as you see your cat sit in the sun, try to take a few pictures. When the sunlight is good, try a few shots without using your flash. This will give your picture a nice natural glowing effect. In addition, natural light often works best anyway because if you use a bright flash, your cat will usually close his or her eyes or the eyes could end up looking red.

Forget Posing and Planning

Cats are much for posing. You cannot really ask that a cat stay and sit. When you take pictures of your cat, you should always have your camera on hand for candid shots. Look at your cat during the day and determine your cat's schedule and favorite places. Work around your cat and you will get better pictures. Try to be spontaneous, and above all stay patient. It may take several tries to get a couple of great shots, but posing your cat rarely works.

I have tried to get my three cats to pose and let me take a picture, but even though they sleep together, play together, they cannot stand or in this sit next to each without someone starting something. If I had three people to help and set back out of the picture, it might work. As you can see, cat's needs to do what cats do and take your pictures that way.

Get Help

Another good tip for taking pictures of your cat is to get help. You can get great pictures of playful cats and kittens by having someone help you wiggle a string, the throw a ball or call the cat's name. It is very difficult to try to play with your cat and take pictures at the same time. Your pictures will turn out much better if you get someone to help you. In addition, if you are trying to get a picture of your cat looking directly at your camera, have someone stand above you can call the cat's name, or make a noise that will prompt the cat to look directly above your head.

If you are a patient and willing, you can get some excellent shots of your cat. Cats are so fun to take pictures of because you never know what they will do. Keep your camera handy and ready to go as soon as your cat springs into action. Cat's normal activity seems to make us smile and laugh, their antics always may wonderful pictures. Pictures of kittens playing from birth on also make for some great pictures. If you have the camera, you will never miss the perfect picture.

How To Create A Professional Landscape Photograph

Landscape photography is widely popular. I am sure if you look around your home you will see at least two landscape prints that spoke to you. Photography is an art that has a message. As a photographer you have to find the message you want to portray. If you specialize in landscape photography you might think your task is easy to complete. As with any photography you have to pay attention to the details, the lighting, shadows, subject, and the equipment.

Black and white landscape photography is the hardest section to attain true artistry because you are not relying on the colors as much as the lights and shadows the image will create. Composition is very important. Composition in photography means to look for sharp edges, tones and textures. The basis of black and white photography is getting the camera to see what your eye sees in color; to bring the highlights and shadows forward with the angle of the picture. Typical subjects for black and white photography are buildings and water. Water gives the surrounding trees and rocks a contrast while drawing the eye. Landscape can encompass buildings or bridges among other subjects. Buildings lend to the angles and contrast you seek when trying for definition and emotion.

When landscape photography is your subject in color you will need to have contrast between the colors. If the sky is blue and you have blue water below chances are the picture is not going to have the contrast you are hoping for. Like black and white photography you need to have definition or composition in the shot. You will need to take a few minutes to set up the shot and perhaps take several frames before being satisfied. Color photography takes less skill than black and white photography so if you have mastered the last you will succeed at the first.

Lighting for landscape photography is natural rather artificial. This is important when setting up your shot. You will need to have filters for the sunlight if it is a bright day, perhaps a tripod to set up the shot and a professional grade camera to create professional prints. Studying your subject from all angles is also important. You want to make sure you are picking the best angle for the shot. Remember the message is brought forth by the skill of the photographer.

Your abilities should be honed and practiced. Digital photography makes landscape photography easier because you can assess the photo before you leave a site. Again the LCD screen isn't going to show you every aspect of the print so you will want to take a few shots of the same site to ensure a perfect picture.

Even being an amateur photographer you can gain professional looking landscape photography. The best way to gain great photographs is to practice with a subject. Going back to the same site during different seasons can help you hone your skills and net you an even better print the next time around. All photographers' start at the same level, some may have innate skills and an eye for the photo, but practice will lead to the best print. Landscape photography may not require the skills of wildlife photography with panning the subject or portraits where you have to enliven your subject; however, it does require skills and practice.

Start Your Own Photography Business

When you are a kid and thinking about the many ways you can make a living when you grow up, what is the advice your elders always gave you? It was, “Do what you love to do and you will always be happy.” And that has to be true because if you can spend your work week doing what you love the most, it really won’t be work as much as it will be play that people pay you to do.

So if your passion is photography, it makes sense to start your own photography business. But how to go about it? You see so many small photography shops that seem to spring up from nowhere. What is the best way for you to go about starting your own business like this?

The first thing to think about when starting a photography business is how to do it in a legitimate way. You want a business that will last a lifetime so you want to start it out right. So don’t fall for the “get rich quick” internet schemes or books that claim they will spill the insider secrets of other successful photography business. There are no insider secrets to this business other than what you need to know to run any business. To succeed you have to...

- * Pay your dues
- * Get your education.
- * Learn from the pros.
- * Know your stuff.
- * Network
- * Value your customers.

You can accomplish the first five of these objectives by going to school and working part or full time in somebody else’s photography shop. You may despair at the idea of more school. But your photography business will be about more than just cameras, photo shoots and dark rooms. You have accounting principles to comprehend and execute, taxes to be paid, a facility to rent, employees to pay, insurance to worry about, contracts to sign and all of that other “stuff” that goes with running a business. So start early and get some basic business classes under your belt such as accounting and economics. It will benefit you dozens of ways as you march toward success.

Many trades have an apprentice system where you tutor under a master of the craft. But it might be a good thing for you to take this matter into your own hands. Plan to work for a photography shop long enough to learn the ins and outs of running a small business and of running a photography business. This gives you the chance to build your knowledge and exposure to equipment, learn technique and how to work with your subjects.

In fact, it might be a good idea to deliberately apprentice at a number of different types of photography studios before launching out on your own. So you can learn the ins and outs of wedding photography, baby photography, fashion photography and others from specialists all before you spend a dime of your own money to start your own enterprise. In

this way, you build skills, you build knowledge, you build experience and you can watch and take notes of the great things others do and the mistakes to avoid.

Your employers will be thrilled to share their real world knowledge with you if you are open to them that you want to learn from the masters how to do this with the goal of becoming their competition in the future. Above all, you can build a client base from the many customers you work with before you start your own business. By taking care of someone else's customers, they can become your customers when you hang out your shingle. And that is good business.

Conclusion

Thanks for reading through the various articles, I hope they helped in some way.

Here's the place to go to if you'd like more info on this subject:

<http://www.birdiesweb.com/dp-cd.htm>

I hope you enjoy your photography as I do my hobby of photography!

Regards

Ian Bird