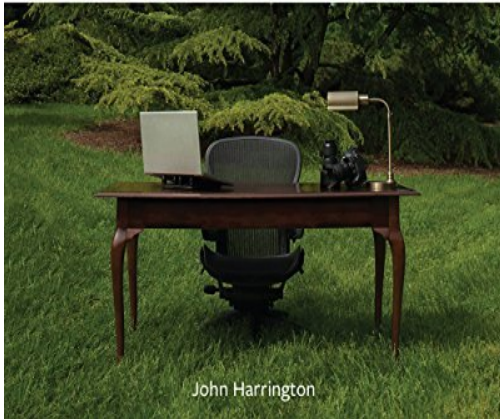


# Read Best Business Practices for Photographers, Third Edition EPUB PDF



## BEST BUSINESS PRACTICES FOR PHOTOGRAPHERS Third Edition



Author : John Harrington  
Language : English  
ISBN : 1681982668  
Number of pages : 832 pages  
Editor : Rocky Nook  
Date of Publication : Nov 8th, 2017

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### Book Description

The photography industry is advancing and changing more—and more quickly—than ever. Right along with changes in camera technology, photographers are witnessing shifts in the business landscape that can be a challenge to understand and navigate, whether they're just beginning their business or growing it after 25 years of shooting. *Best Business Practices for Photographers, 3rd Edition*, is an updated and expanded version of John Harrington's bestselling books on the topic. For the first time, Harrington brings together both *Best Business Practices for Photographers* and *More Best Business Practices for Photographers*, creating a complete and comprehensive guide for photographers starting, maintaining, and growing their business in order to achieve financial success and personal satisfaction. In great detail and with a friendly, conversational voice, Harrington covers all the key points of the business of professional photography, and he provides today's best practices that you need to know. This book covers:

- How to establish your business (Sole Proprietor vs. LLC/LLP vs. S Corp)
- Whether or not you need a physical, brick-and-mortar location
- The equipment you need
- Planning a shoot
- The value of internships
- Setting your fees
- Pricing your work
- Why you need insurance
- Surviving an IRS audit
- Contracts for editorial, commercial, and corporate clients, as well as weddings and rites of passage
- The art of negotiation
- How video can be incorporated