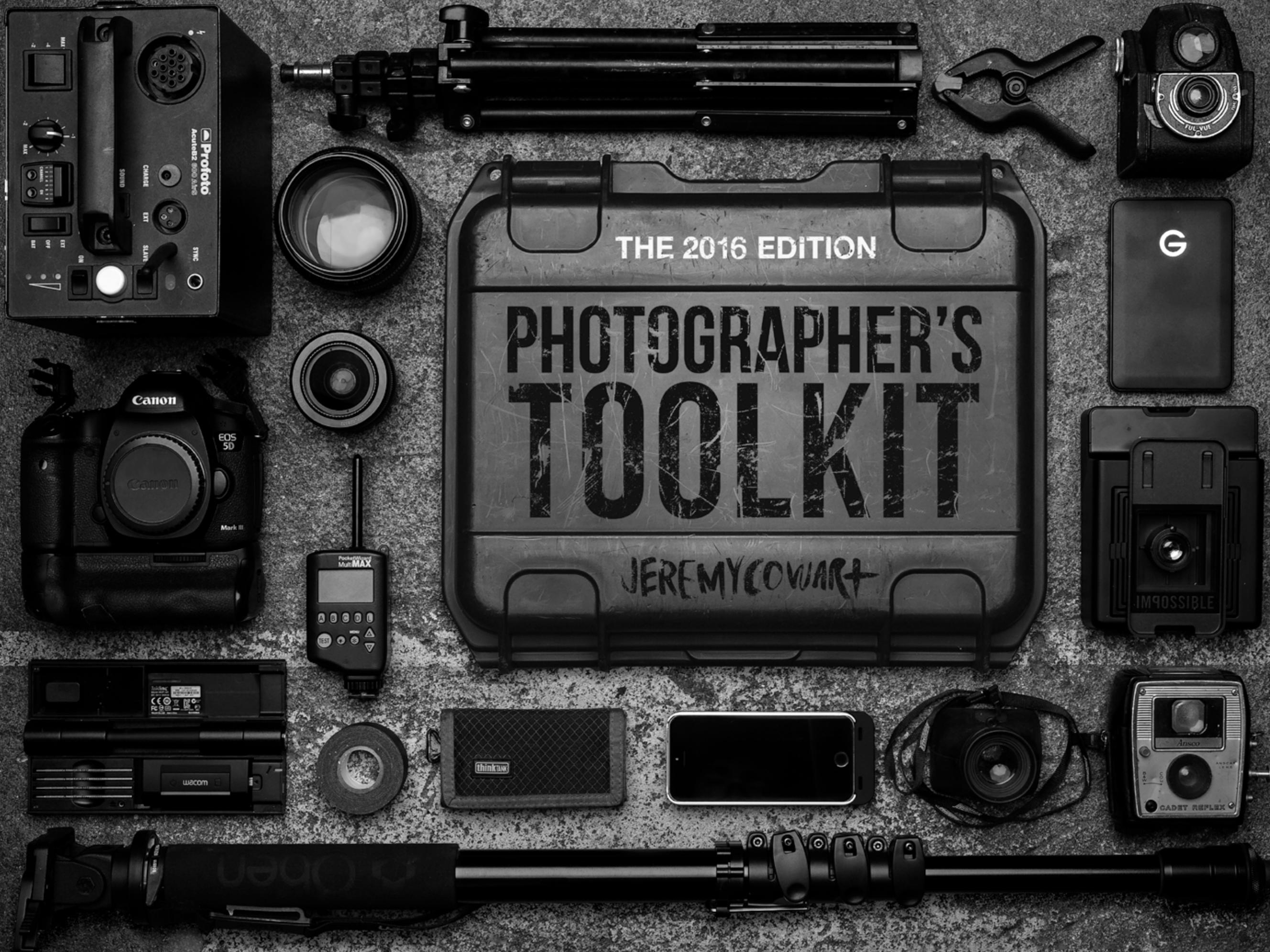


THE 2016 EDITION

PHOTOGRAPHER'S TOOL KIT

JEREMY COWART



BIOGRAPHY

Recently named the “Most Influential Photographer on the Internet” by Huffington Post, Jeremy’s work has been featured on advertising and publicity for agencies, television networks and in entertainment around the world. His portrait list includes Sting, Heidi Klum, Kelly Clarkson, Britney Spears, Gwyneth Paltrow, Luke Bryan, The Kardashians, Brad Paisley, Ryan Seacrest, Carrie Underwood, and Taylor Swift. His clients include ABC, FOX, A&E, F/X, Discovery Channel, ESPN, People, US Weekly, VIBE, E!, Universal Records, Sony Records and Warner Brothers Records. His work has been published in Rolling Stone, ESPN Magazine, People Magazine, USA Today, Fast Company, NYTimes, TIME, Nylon and more.

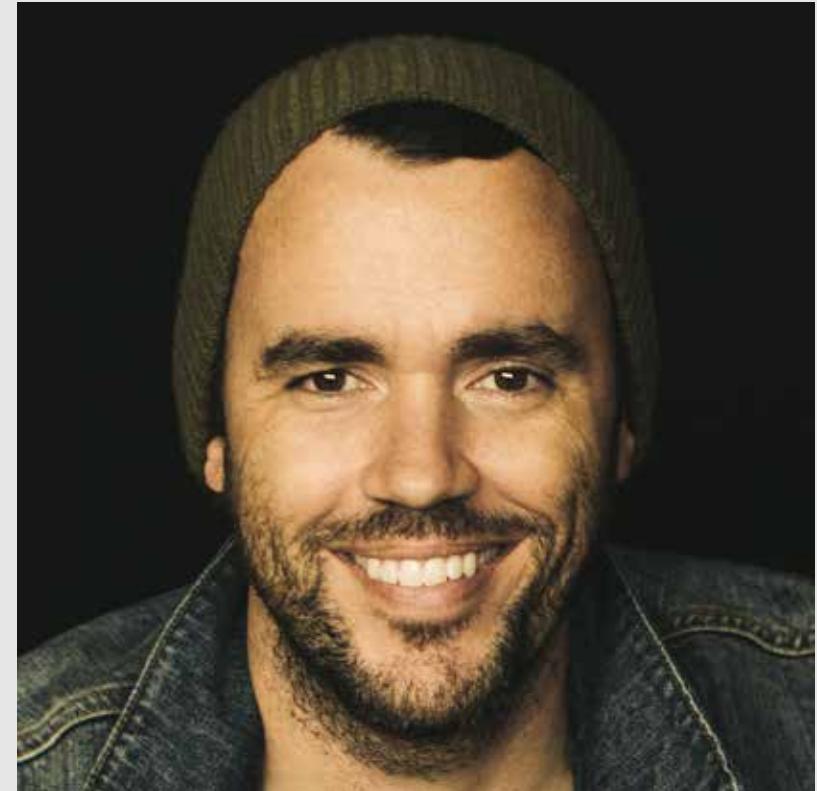
Jeremy was even featured on the other side of the camera, playing guest roles in ABC’s “Nashville” and “Real Housewives of Beverly Hills”. His healthcare TV spot for St. Thomas Health was recently nominated for an Emmy-Award.

Jeremy’s humanitarian projects have been featured on CNN.com as a leading international headline more than once. He has published 4 books, and is a social media artist who artfully combines art, design and photography.

Jeremy spends a lot of time on entrepreneurial ideas as well. He founded an iPhone app called OKDOTHIS that recently launched for Android users as well and also founded a global photography movement called Help-Portrait in 2009. Since then, nearly half a million portraits have been given away to those in need at events in over 67 countries and every American state. His latest endeavor is an online teaching platform called See University, where he’s teaching everything he knows about photography, photoshop, lightroom and more. For the first time ever, he’s revealing all the tricks and techniques he’s developed over the last decade. At the last count he had filmed and released over 130 videos on SeeUniversity.com.

Jeremy recently released a 25-minute multi-media video, telling his life story and it has since gone viral, racking up over 2.1 million views and 35,000 shares on Facebook. You can see the video at JeremyCowart.com.

Jeremy’s goal in life is to use his voice, ideas and creativity to inspire and help others. He lives the simple life in Nashville, TN with his wife and four children, 2 of which were recently adopted from Haiti.



INTRODUCTION

I've always said "It's not about the gear", which I still stand by. Any great photographer should be able to create great images without fancy gear, lighting or post-production. There's an endless list of photographers that have had incredible careers without all the fancy equipment.

But gosh, I sure do love my gear. Photo gear is simply toys for grown ups. I still get giddy every time I get any new piece of equipment—because new gear means new opportunities to learn, new means to create, new reasons to shoot. Anytime I mention gear on social media, it's like opening Pandora's box. People want to know the details, and the questions keep coming. I totally understand that sharing our ideas and the tools we use to make our art inspires us all to continue to create, which is why I'm sharing this list with you now.

This is my gear. The gear I use everyday to make the art I see in my head come to life in my camera. This is everything... the lighting, the cameras, the apps, the software, the gadgets, the secret tools, the bags, you name it. It's all here.

Keep in mind, I don't go into super geeky detail in this book. Just imagine we're sitting down at a coffee shop and I'm quickly telling you about my latest favorite pieces of gear. That's the idea and tone behind everything below. If you want all the super impersonal, technical details about gear then well, there are a million other places to go for that.

That being said, this isn't THE guide for photographers. This is MY guide. These are the actual items that I own and use on a daily basis. I don't necessarily have all the latest greatest versions of everything, so some of the items below might be a little outdated. But if they're here, that means I'm currently still using them and loving them. I've collected them over time, and would suggest you do the same with your gear. You don't need to go out and buy everything you want right away. Pick a few that you enjoy and go create great art.

Lastly, if you enjoy this free book or learn something from it, would you mind helping me spread the word? Tell your friends, family, and followers to go download it at jeremycowart.com. That would be much appreciated. If I were with you in person right now, I'd give you a hug or fist bump. Or both.

CONTENTS

<u>Computer</u>	5
<u>Cameras</u>	6
<u>Lenses</u>	14
<u>Lighting</u>	25
<u>Studio</u>	32
<u>Storage</u>	35
<u>Tethering</u>	36
<u>Printing</u>	40
<u>Apps & Software</u>	42
<u>Social Media</u>	47
<u>Bags</u>	49
<u>Learning Resources</u>	51
<u>Miscellaneous Gadgets</u>	52

COMPUTER



APPLE MACBOOK PRO



Duh, who doesn't use a Mac? It's so obvious, I almost didn't include it. I no longer use a desktop Mac cause my Macbook Pro is powerful enough to do all my image processing, even on the run.

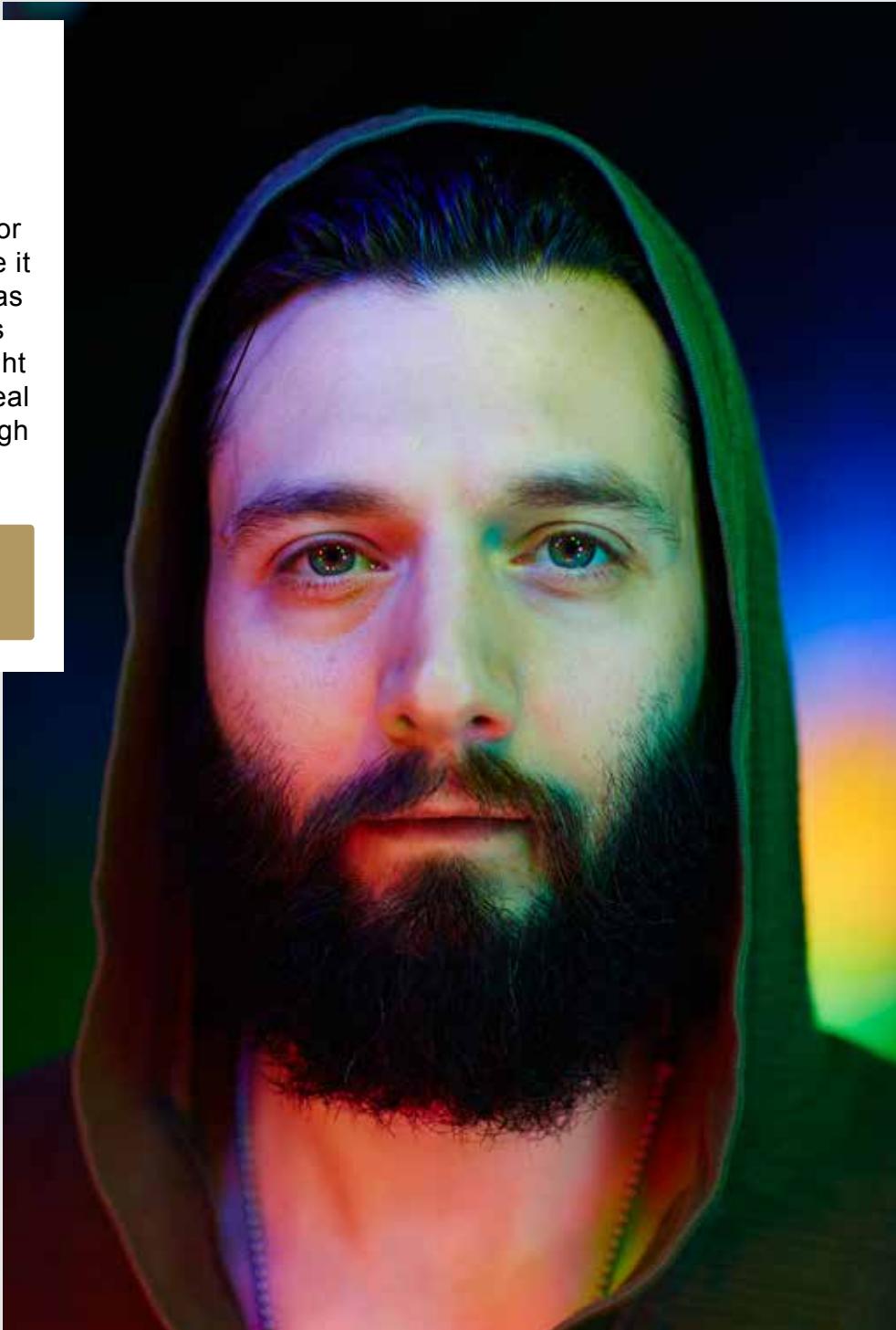
[MORE INFO](#)

CAMERAS



CANON 5DS

I now use this 50.6-megapixel beast almost exclusively. It's full-frame. It's absolutely perfect for commercial and fine art photography. I'd say I use it for 90% of my shoots now. It's meant to be used as a studio-lighting camera and some say it's "not as good" in low light as the MKIII. But even in low-light situations at high ISOs, I've been thrilled. I can deal with a little grain in exchange for the extremely high resolution. LOVE LOVE this camera. Truly.

[MORE INFO](#)

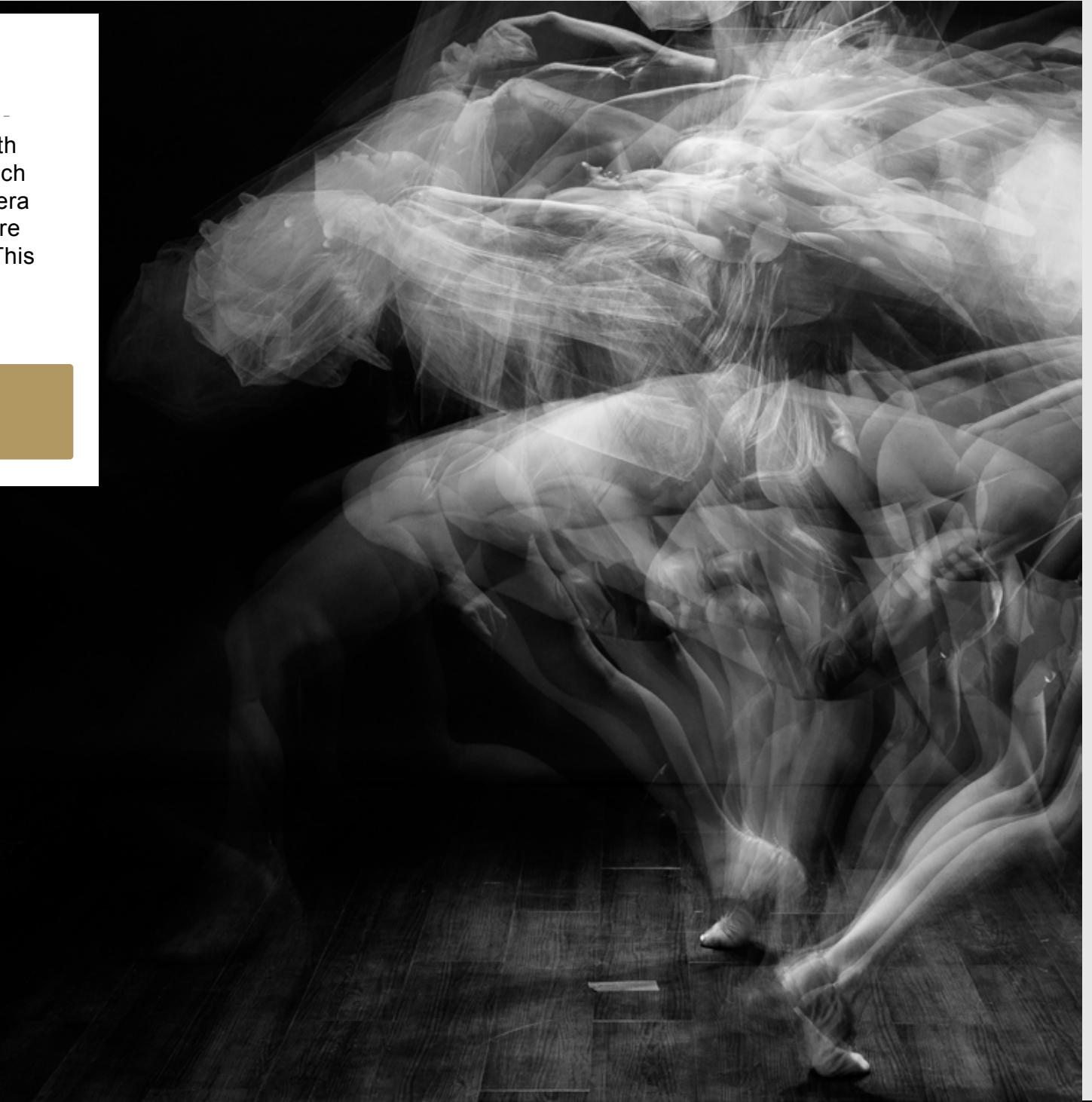
CAMERAS



CANON 1DX

I use this camera occasionally with a crazy lighting trick I do (and teach on See University). I need a camera to shoot quick and the 1DX can fire at 14FPS, which is what I need. This camera is perfect for my lighting tricks.

[MORE INFO](#)



CAMERAS



CANON 5D MARK III

This is my main, go-to camera for the majority of my photoshoots. I've been a Canon shooter since the day my parents bought me my first camera in high school. Best camera for low-light situations, hands down. Love it.

[MORE INFO](#)



CAMERAS



IMPOSSIBLE PROJECT SX-70

This thing is a classic! The Polaroid SX-70 Original Camera is the first camera Polaroid produced for integral film and it is still revered as one of the most beautiful creations ever.

[Camera Film](#)

MORE INFO



CAMERAS



IMPOSSIBLE

IMPOSSIBLE PROJECT 2.0 FILM

They've fixed a lot with the 2.0 film! You no longer have to shade the film when it comes out and it supposedly won't change colors or change in general over time. Much better. Love this film.

MORE INFO



CAMERAS



SLR 680 CAMERA

The SLR 680 camera is a single-lens reflex, professional folding SLR instant camera with sonar auto-focus and a built-in electronic flash which automatically tilts depending on focus distance.

[Camera Film](#)

MORE INFO

CAMERAS

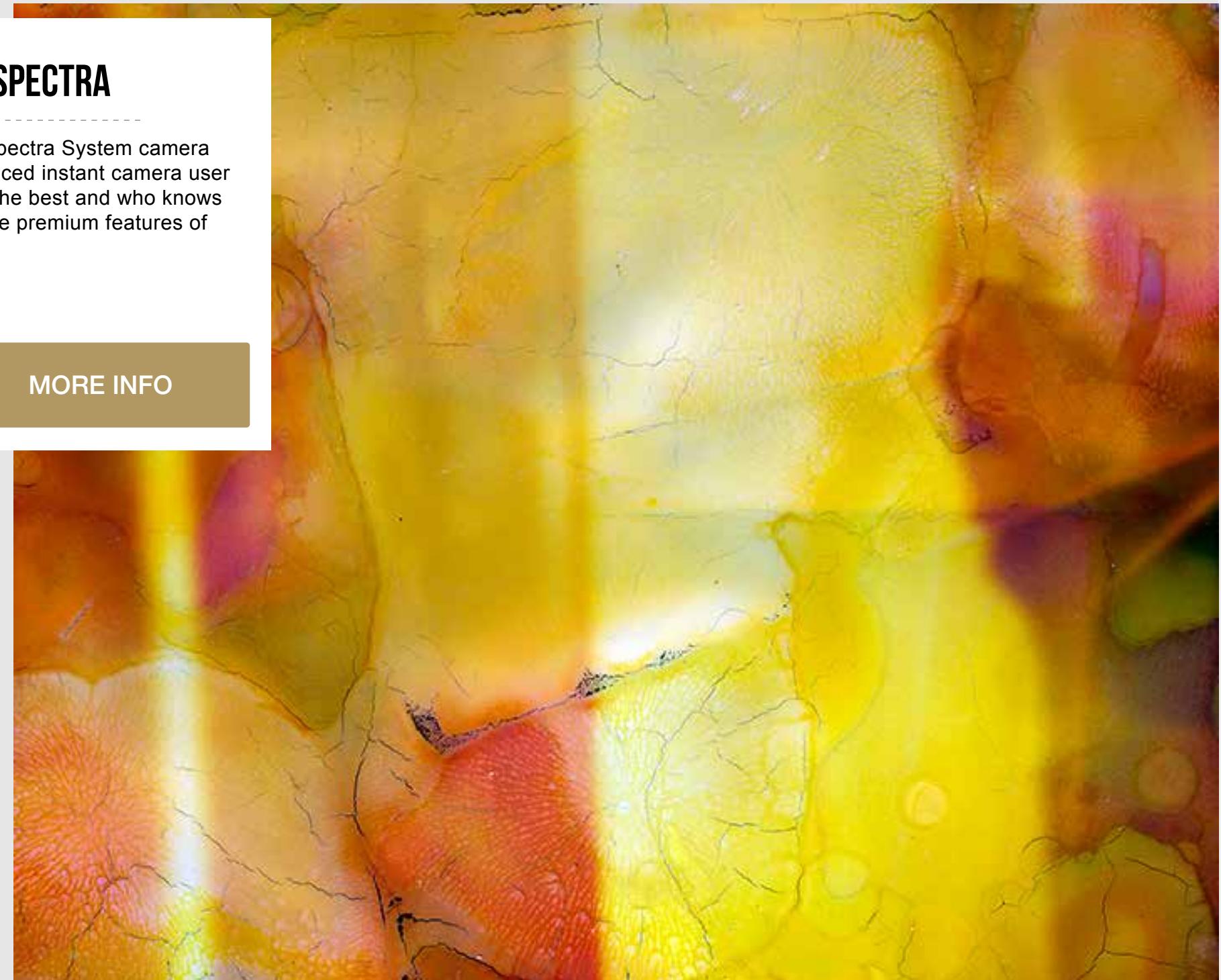


POLAROID SPECTRA

The Polaroid Spectra System camera is for the advanced instant camera user who demands the best and who knows how to enjoy the premium features of this camera.

[Camera Film](#)

MORE INFO



LENSES



THE NEW CANON 24-70MM 2.8

This thing is a work of art. It's crazy sharp and is just the perfect all-around zoom lens. I use it VERY regularly. I'll never forget the first time I used a 24-70. I just knew it would become my go-to lens and it has been ever since.

MORE INFO



LENSES



CANON 85MM 1.2

This is my go-to portrait lens, especially for tight headshots, etc. It's fast, sharp crazy good in low light. I'm in love with this lens. And let's be honest, it's a beefy piece of equipment and makes you really look like you know what you're doing. So if nothing else, it will make you look fantastic. Oh, and your images too.

[MORE INFO](#)

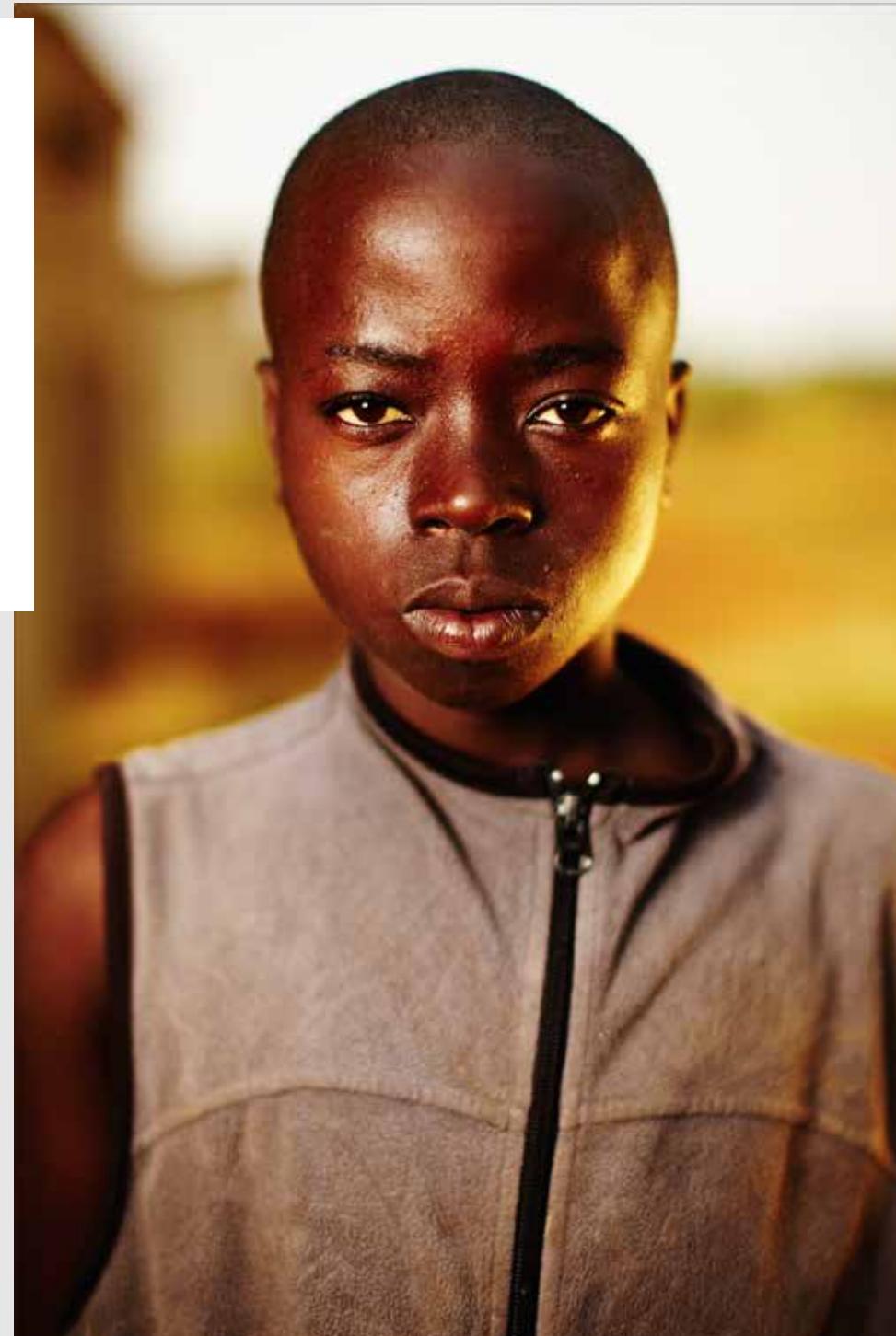
LENSES



CANON 50MM 1.2

This is obviously a great, fast portrait lens. And crazy sharp. I don't use it for headshots but it's great for 3/4 portrait shots or full body. I also take advantage of those 1.2 capabilities pretty often, especially in low light.

[MORE INFO](#)

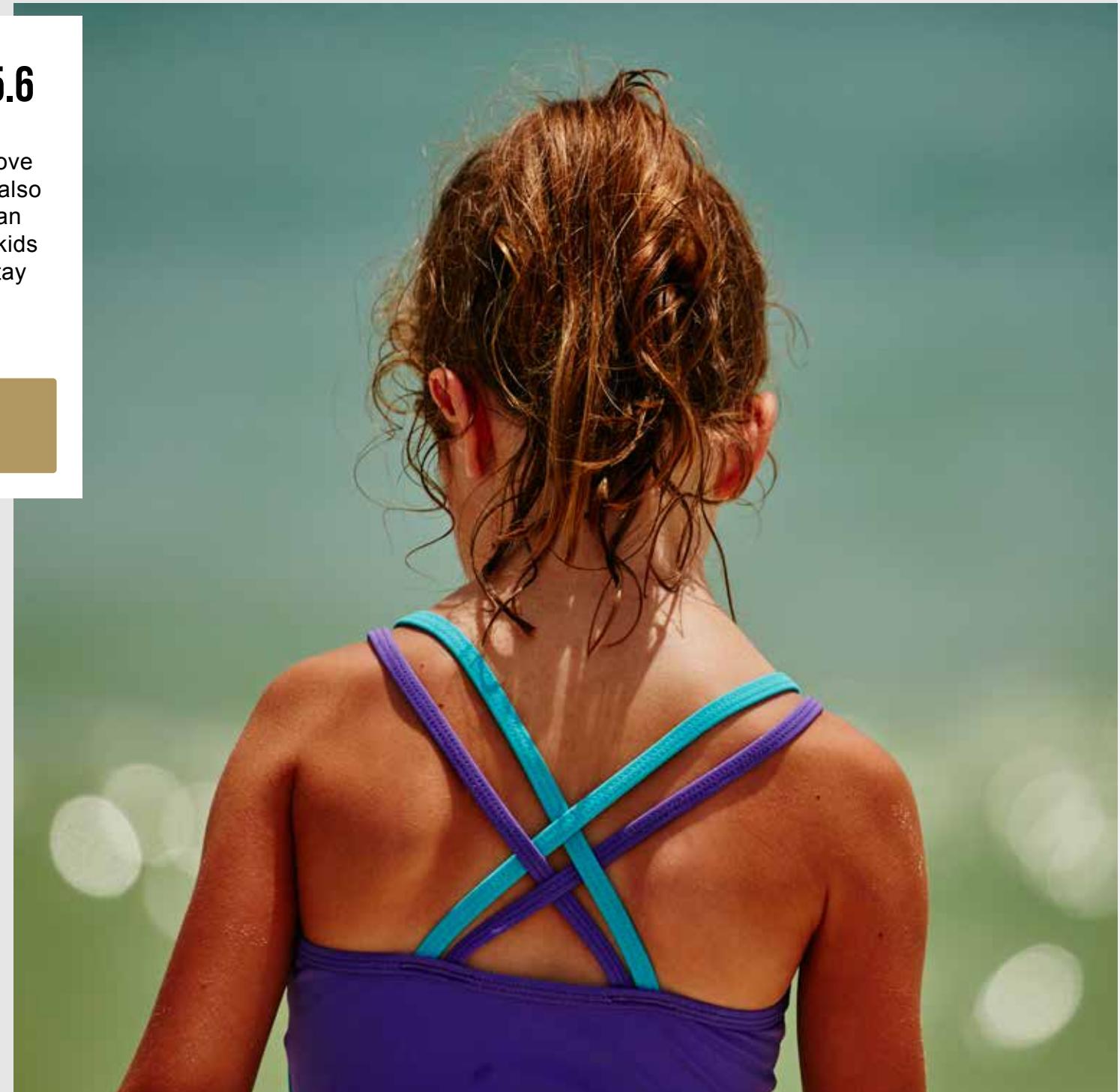


LENSES



CANON 100-400MM 4.5-5.6

This lens is incredible. I especially love it for documenting my kids sports. I also love taking it to the beach cause I can sit up on shore and shoot while my kids play out in the water but I can still stay close to the action with 400mm.

[MORE INFO](#)

LENSES



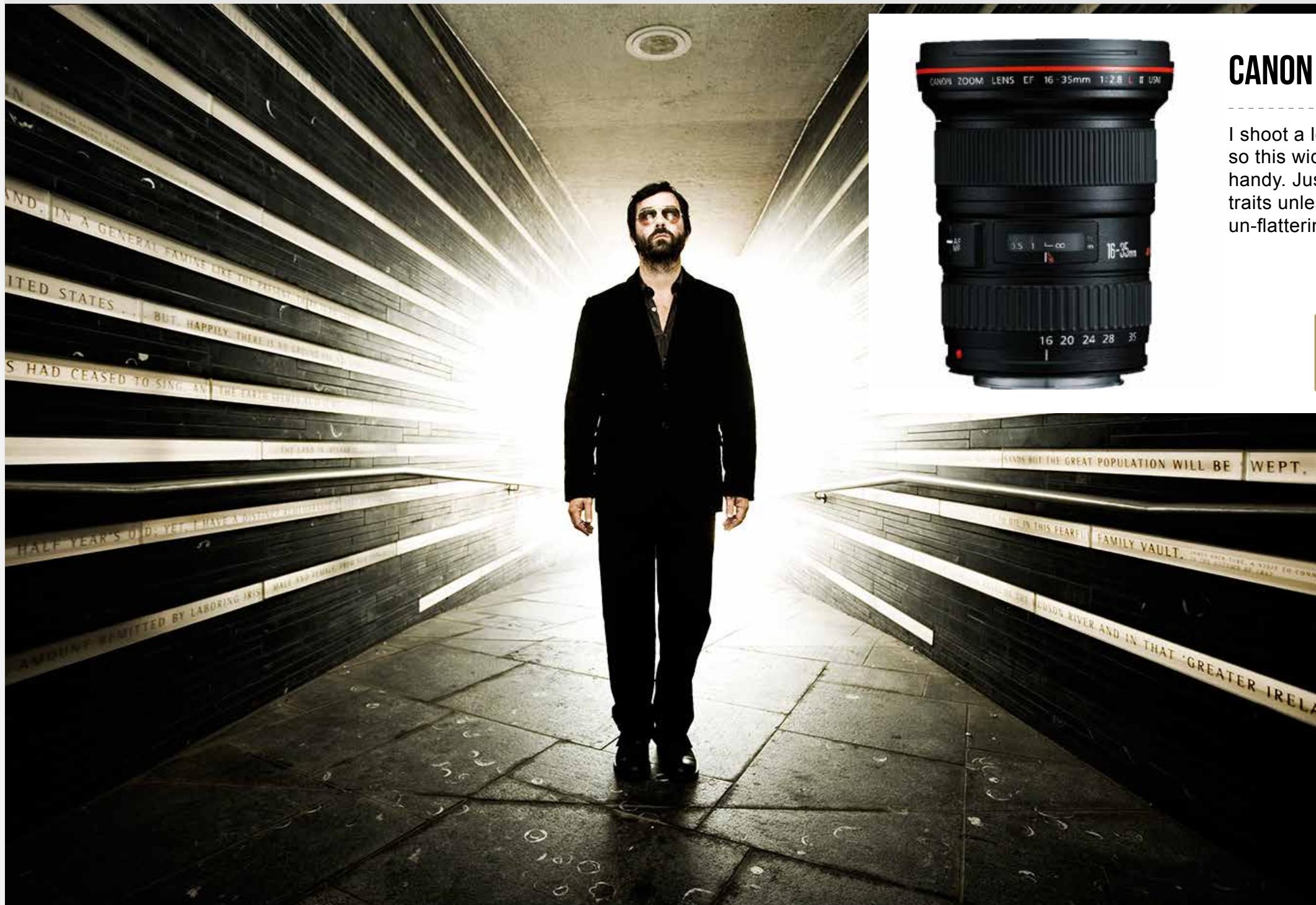
CANON 70-200 2.8

I love this lens and use it all the time. I mostly use it for family purposes. I love documenting my son's baseball and basketball games with it. And I also love using it on my humanitarian trips to Africa, Haiti, etc.

MORE INFO



LENSES



CANON 16-35MM 2.8

I shoot a lot of bands and big groups so this wide angle lens really comes in handy. Just don't use it for up-close portraits unless you're aiming for the most un-flattering portraits of all-time.

[MORE INFO](#)

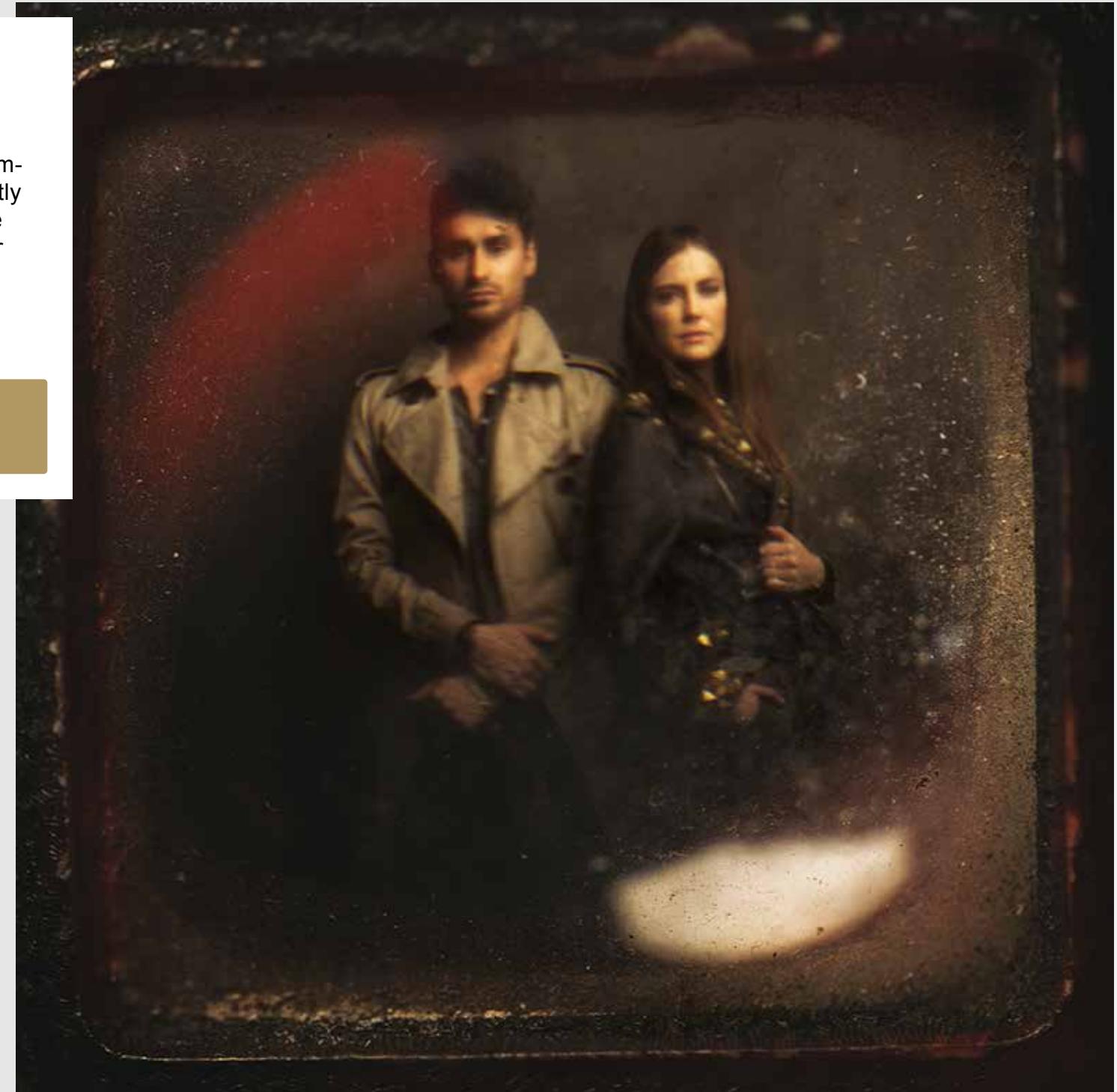
LENSES



CANON 100MM 2.8 MACRO

This lens doesn't stay in my main camera bag but I still use it fairly frequently when I have macro needs. It gets the job done. I especially love using it for TTV purposes.

MORE INFO



LENSES



LENSBABY COMPOSER PRO

This lens is just plain fun. Normal lenses can get boring. But Lensbabies truly bring back the fun and experimentation in photography. I love the results I get out of this lens.

[MORE INFO](#)

LENSES



HOLGA FILTER WHEEL LENS

This is how I achieved the special effects on the Kelly Clarkson Album Cover. You can't beat a cool trick lens for \$100!

[MORE INFO](#)

LIGHTING

There are lots of lighting brands out there. Profoto, White Lightning, Alien Bees and many, many more. From day one, I chose to work with Profoto. This brand is on the expensive side but it's soooo worth it. Profoto gear is rugged, reliable and consistent. There's a lot of different tools, lights and diffusers I use from Profoto but below are just a few of my favorites.



POCKETWIZARD PLUS III TRANSCEIVER

I use PocketWizards to wirelessly trigger my lights, if you're not familiar with what they do. Pocket Wizard seems to be the industry standard, at least in the commercial world.

[MORE INFO](#)

POCKETWIZARD MULTIMAX 32 CHANNEL TRANSCEIVER

This thing is super fancy and basically tells my Plus IIIs what to do. There are endless cool tricks that are available with this transceiver. I've got a class or two coming soon on using PocketWizards.

[MORE INFO](#)

LIGHTING



WESTCOTT FLEX

Weighing under 3 pounds, this 2' x 2' LED mat can be mounted in any space imaginable, concealing its location in the studio and on-set.

[MORE INFO](#)

WESTCOTT ICE LIGHT 2

Weighing a mere 20 ounces, the Ice Light 2 can be easily operated with one hand, giving photographers and filmmakers the ability to simultaneously shoot and light their subjects.

[MORE INFO](#)

WESTCOTT RAPID BOX 20"

The Rapid Box is constructed from solid aluminum to minimize weight, yet retain durability. This modifier opens and closes like an umbrella. No support rods or adapter ring needed. Everything is compact and easy to use.

[MORE INFO](#)

WESTCOTT RAPID BOX 36"

The Rapid Box XL is slim in design allowing for extreme portability and effortless storage. This is the perfect large octagonal softbox for on-location photo shoots as it avoids the need for heavy adapter rings and support rods.

[MORE INFO](#)

LIGHTING



WESTCOTT ZEPPELIN 47"

An essential modifier for commercial, fashion, and portrait photographers, The Zeppelin Deep Parabolic softbox features a deep parabolic construction creating a stunning even, wrap-around light output.

[MORE INFO](#)

WESTCOTT ZEPPELIN 59"

An essential modifier for commercial, fashion, and portrait photographers, the 59" Zeppelin is the largest in the series, creating the biggest and broadest light source.

[MORE INFO](#)

WESTCOTT OMEGA REFLECTOR

The first of its kind designed to transform into an instant beauty dish for dramatic portrait photography lighting. This innovative light control system features a 2:3 removable center frame and 5 interchangeable surfaces.

[MORE INFO](#)

WESTCOTT EYELIGHTER

Specifically designed for beauty and portrait photography, The Eyelighter reflects an arched light toward your subject, leaving a catchlight that follows the natural curve of the iris.

[MORE INFO](#)

LIGHTING

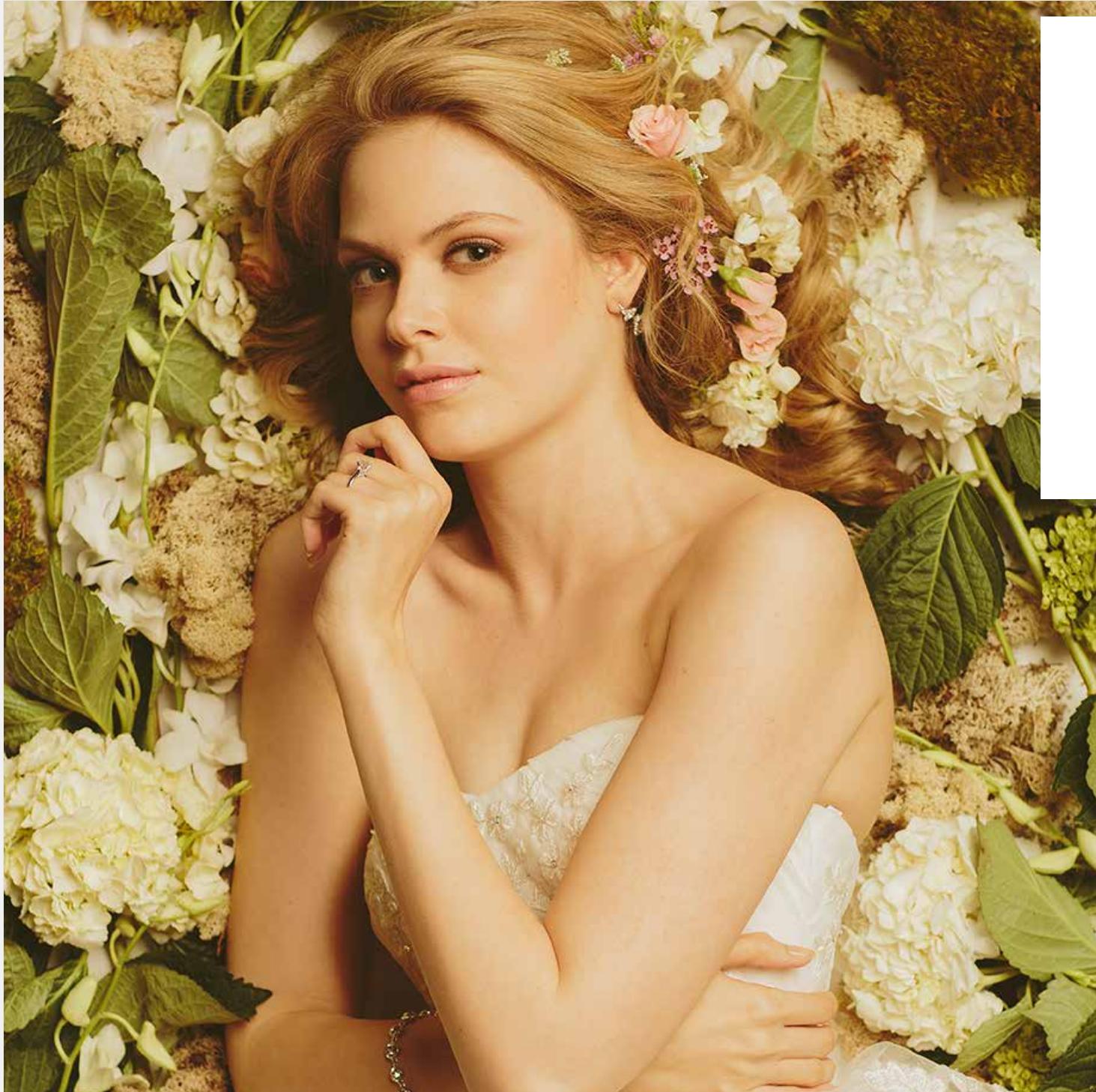


PROFOTO B1 500 AIR TTL

The best light I've ever used. Hands down. And it's all I use now. No cords attached. No huge battery packs. These things are a no-brainer. I own 4 of them and use them religiously.

[MORE INFO](#)

LIGHTING



PROFOTO 5 FOOT OCTABANK

Go big or go home. Seriously, I've never met anyone that didn't like the way they looked after being lit with a massive, soft light. You simply can't go wrong with this diffuser or any brand of large octabanks for that matter.

[MORE INFO](#)

LIGHTING



PROFOTO BEAUTY DISH

This diffuser is perfect for up-close beauty lighting and headshots. And because it's circular, it makes for a great catchlight in your subject's eyes.

[MORE INFO](#)



LIGHTING



PROFOTO OCF BEAUTY DISH

Now you can use a collapsible, 24" OCF Beauty Dish from Profoto that takes up no more space than a folded umbrella. Light bounces off the included deflector and is directed outwards to edge of the beauty dish. Setup is a snap, literally.

[MORE INFO](#)



LIGHTING



PROFOTO BEAUTY DISH SOFTLIGHT KIT & GRID

I love putting the grid on my beauty dish. It really focuses the light and gives my subject a lot more mood. I use the grid pretty much every time I use the beauty dish.

[MORE INFO](#)

LIGHTING



PROFOTO OCF GELS

Add some color and control to your photographic life with this 10-filter OCF Color Gel Starter Kit from Profoto for the B1 or B2 flash system. The kit comes with a clever snap-on grid/gel holder combo, 2 gel attachment pieces, a carrying bag, and a gel wallet.

[MORE INFO](#)

LIGHTING



PROFOTO GRIDS

You have to have grids laying around when working with strobes. They're perfect for focusing light. I use them often to create rim lights on the sides of my subjects.

[MORE INFO](#)

STUDIO



GAFF TAPE

You're not a photographer if you don't own some gaff tape. Okay, I'm kidding. But no seriously. This tape is magical. It fixes anything and everything. Whether at home or at work, I put it to use almost every day.

[MORE INFO](#)

APPLE BOXES

I use apple boxes on every shoot I do. I sit on them as a stool, I use them to even out heights in groups of people, I use them as props... there's always a use for them. Oh, and they only get better with age, a dark stain and scratches.

[MORE INFO](#)

FOG MACHINE

I use fog or smoke machines quite frequently. They can sometimes add a very nice texture and light quality to your images...

[MORE INFO](#)

SANDBAGS

I'm simply amazed at how many photographers set up lights without using sandbags to hold them in place. Sandbags are the most important investment you can make to protect your lights from falling over and breaking.

[MORE INFO](#)

STUDIO



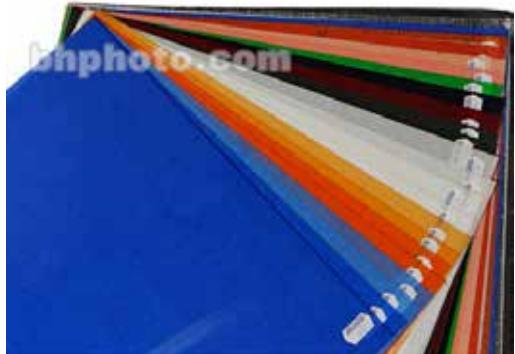
MUSIC

You have to have music on sets. Otherwise it gets really awkward. I love this Bose bluetooth speaker cause I can throw it in my backpack and take it on location with me as well. And it's plenty loud enough for a large photoshoot.

[MORE INFO](#)

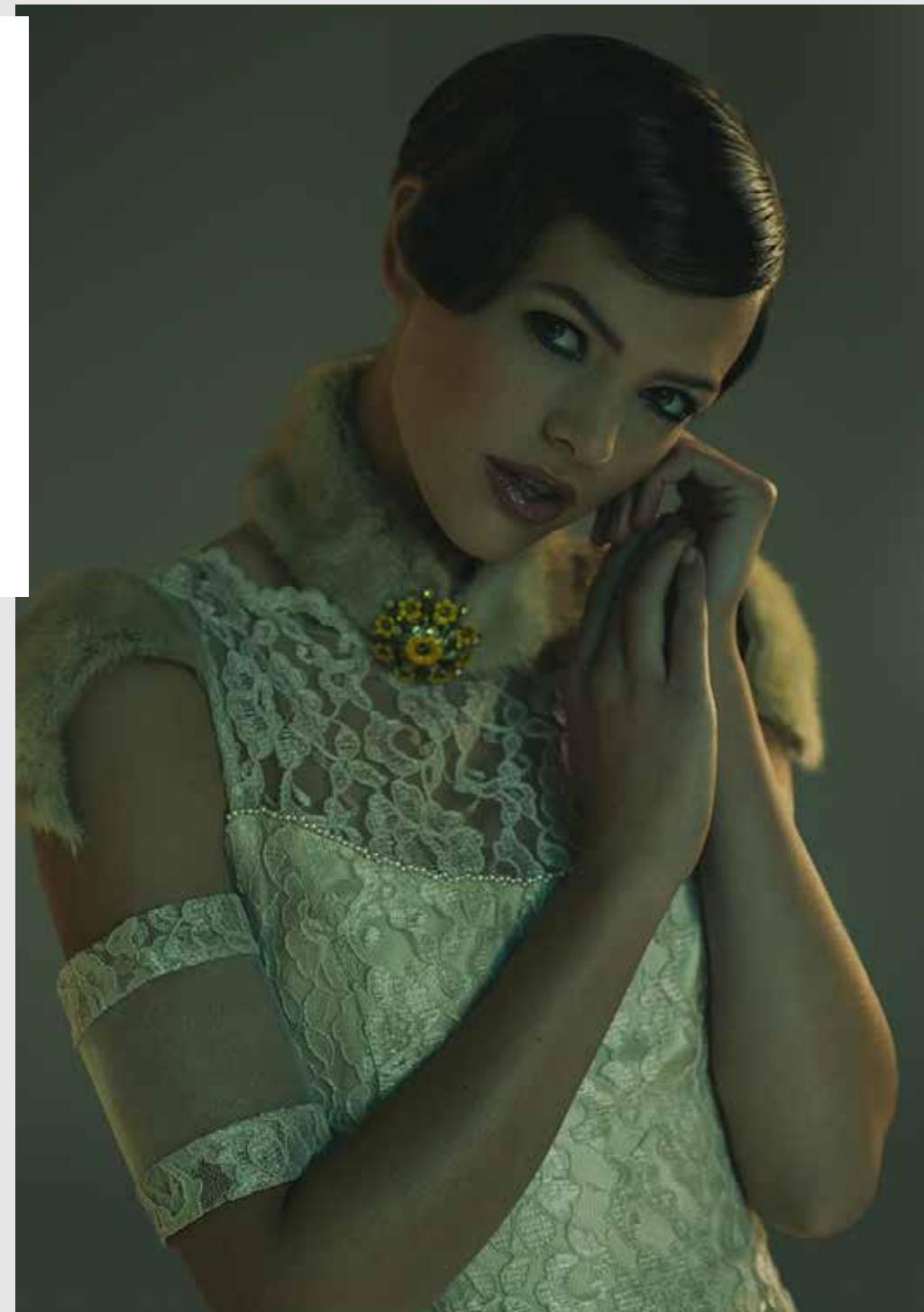
STUDIO

COLOR GELS



Gels were big in the 80s but I still like to mess around with them. A lot of times I use them in very, very subtle ways. But they come in handy, especially when you're trying to create fake sunlight, which for me, is often.

MORE INFO



STORAGE



G-TECHNOLOGY STUDIO XL - 64TB

64 Terabytes!! Everything I've ever created is on this drive. There's such peace, knowing it's all in one place. I have 2 more in remote locations as backups.

[MORE INFO](#)

G-TECHNOLOGY G | DOCK EV

The G-DOCK ev with Thunderbolt storage solution is a two bay, swappable drive system with user configurable RAID 0,1 and is designed to optimize the digital content workflow.

[MORE INFO](#)

G-TECHNOLOGY G | DRIVE EV ATC

This has been designed to handle all knocks, scrapes, and splashes of everyday life. So whether you're in the jungle or the urban jungle, it is the perfect storage solution for your video.

[MORE INFO](#)

G-TECHNOLOGY G | DRIVE EV RAW

Made from a durable, lightweight compound, the G-DRIVE® ev. G-DRIVE ev RaW with Rugged Bumper is ideal for anyone requiring on-the-go access to their personal and/or professional files, photos, videos, music and more.

[MORE INFO](#)

STORAGE



G-TECHNOLOGY 8TB G-RAID W/ THUNDERBOLT

This is my main “workhorse” drive that I use most frequently on a daily basis. It is screaming fast and reliable. I’ve never had a G-Tech drive go bad on me. I keep a backup copy at home and a 3rd in a secured location.

[MORE INFO](#)

G-TECHNOLOGY 12TB W/ G-SPEED

This drive is obviously not as fast as my thunderbolt but I use it to store older work. It’s great for transmitting the large amounts of data demanded by video files. It features four 3TB hot-swappable drives.

[MORE INFO](#)

G-TECHNOLOGY 1TB MOBILE HD W/ THUNDERBOLT

I keep a couple of these drives in my backpack and download to these as backups when I’m traveling or doing shoots on location.

[MORE INFO](#)

G-TECHNOLOGY 500GB MOBILE USB HARD DRIVE

Most of my clients require that I deliver RAW files and JPGs to them on a hard drive and these are the drives I use for that.

[MORE INFO](#)

TETHERING

TETHER TOOLS JERKSTOPPER TETHERING KIT



The JerkStopper Tethering Kit (RJ11 Telephone Jack), exclusively from Tether Tools, is the complete tethered setup that secures the cables of both your camera and computer.

[MORE INFO](#)

TETHER TOOLS TETHER CABLE

It sounds silly but I love this orange cable. There's lots of cables on any shoot and it's VERY important that you don't trip over this one since it's connected to your camera and computer. So orange is a very important color.

[MORE INFO](#)

TETHER TABLE BLACK



The Tether Table Aero Master from Tether Tools is a portable tethering platform engineered by professional photographers and aerospace engineers. Made completely of T6 Aerospace aluminum, this stunning non-reflective black textured platform is sleek in design as well as stable and durable.

[MORE INFO](#)

TETHER TOOLS JERKSTOPPER CAMERA SUPPORT

The JerkStopper Camera Support, exclusively from Tether Tools, is the complete tethered setup that secures the cables of your camera.

[MORE INFO](#)

TETHERING



AERO HOOK

Accessorize the Tether Table Aero with the convenient Aero Clip-On Hooks.

Simply push the hook onto any flat edge of the Tether Table and you are ready to go.

[MORE INFO](#)

AERO PROPAD FOR THE TETHER TABLE AERO

The Aero ProPad for the Tether Table Aero System is an easy-to-use cushioned non-slip pad. Designed to keep the Aero table, and the gear put on it, from slipping or scratching.

[MORE INFO](#)

AERO XDC

The Aero XDC, XDC Mini and XDC Duo are the ideal eXternal Drive Compartments to use with any Tether Table Aero. The XDC frees up valuable space on the Tether Table due to its low-profile sleeve which mounts under the table's surface.

[MORE INFO](#)

SECURESTRAP FOR AERO SYSTEM

A little extra security for expensive photography equipment is always a welcome addition. The SecureStrap for the Aero System is designed to fasten your laptop computer to your Tether Table, insuring it will not move and stay where you want it.

[MORE INFO](#)

TETHERING



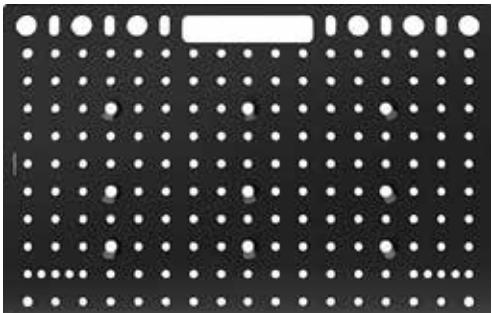
TETHER TOOLS ORGANIZATION CASE

The Tether Tools Cable Organization Case is an easily accessible, durable storage case for all of your tethering cables, straps and cable retention devices. The standard case design is ideal to store cables and additional accessories.

[MORE INFO](#)

AERO STANDARD

The tether tools make for an easy and quick workflow going from camera to computer in seconds. My subject is able to see the images as they are taken.

[MORE INFO](#)

NINE VOLT DIGIPLATE SYSTEM

This system is as legit and well-built as they get. My friend Dana Neibert created this gear and nailed it. I use my Nine Volt gear on every shoot now, in addition to my Tether Tools gear. Different gear for different needs.

[MORE INFO](#)

NINE VOLT DIGISHADE

The Digishade is another great way to protect your laptop from the harsh sunlight when shooting outdoors. It's extremely heavy duty... highly recommended.

[MORE INFO](#)

TETHERING



THINKTANK PIXEL SUNSCREEN

This little foldable thing is brilliant! It also shields your laptop from the sun but is far more lightweight for quick on the run shoots. I use this one all the time too.

[MORE INFO](#)

TETHERBOOST CORE CONTROLLER

The TetherBoost™ USB 3.0 Core Controller is designed to boost and regulate power from a DSLR camera and/or Digital Back.

[MORE INFO](#)

TETHERPRO USB 3.0 SUPERSPEED MICRO-B CABLE

The TetherPro SuperSpeed USB 3.0 Male A to Micro B cable is the latest technology available for the fastest and most reliable transfers.

[MORE INFO](#)

PRINTING

IMAGEPROGRAF PRO-1000



The first in a new series of professional printers embodies all that you have yearned for in a printer, in one tidy little package. This is the printer we engineered to reset the bar.

[MORE INFO](#)

IMAGEPROGRAF PRO-4000



The 44-inch imagePROGRAF PRO-4000 printer is designed to exceed expectations for image quality and color consistency in a large format printer.

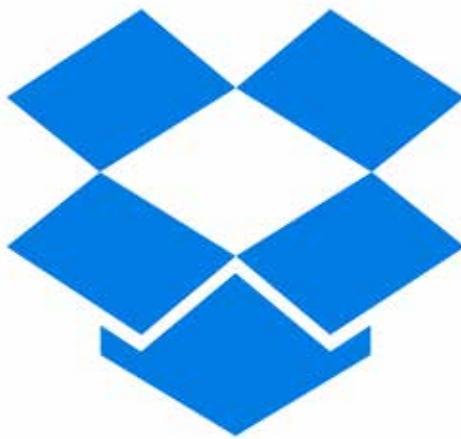
[MORE INFO](#)

APPS & SOFTWARE

EVERNOTE



I could not live without this app. Their tagline is “Remember Everything” and that’s exactly how I use it. Ideas, Word Documents, eBooks, PDFs, Voice Memos and a million other things. I put everything in my Evernote and it all syncs to my iPhone via the cloud. Couldn’t live without it.

[SIGN UP](#)

DROPBOX

I love Dropbox! I store all my high res final images there and keep my files and metadata all synced in Lightroom. And I store my Lightroom Library on Dropbox as well. You can learn more about my process in my “aLightroom Workflow” class that’s available on my store. Basically if it’s low-res, I use Evernote. If it’s high-res, I use Dropbox.

[SIGN UP](#)

WORDPRESS



I’m not a WordPress expert by any means. But I’ve run my blog on WordPress for years now and have stayed very happy with it.

[SIGN UP](#)

MAILCHIMP

I’ve been using this software to send out email campaigns to clients and social media followers and I really love it. Super easy to use.

[SIGN UP](#)

APPS & SOFTWARE



INFUSIONSOFT

As of press time, I'm JUST now moving over to InfusionSoft for all my email and marketing needs. It's crazy advanced software but everyone I respect in the marketing world uses it, so I'm trying to join the crowd.

[MORE INFO](#)



CLEANMYMAC

This is a great piece of software to keep your Mac clean and get rid of those hard-to-find large, unnecessary files. I use this app all the time. You'll be amazed at how much space it will free up for you.

[MORE INFO](#)



SCREENFLOW

I use this software for many different purposes. But my favorite use is to create my crazy Art Videos, which can be seen on my Website or Vimeo page. Basically this software just records your screen and exports videos later. I would consider Screenflow one of my "secret tools". There's lots of fun, creative uses for it.

[MORE INFO](#)



YNAB (YOU NEED A BUDGET)

This is easy budgeting software for creative people who struggle with accounting and keeping track. This app made budgeting finally make sense for me. (I also use MINT quite a bit.)

[MORE INFO](#)

APPS & SOFTWARE



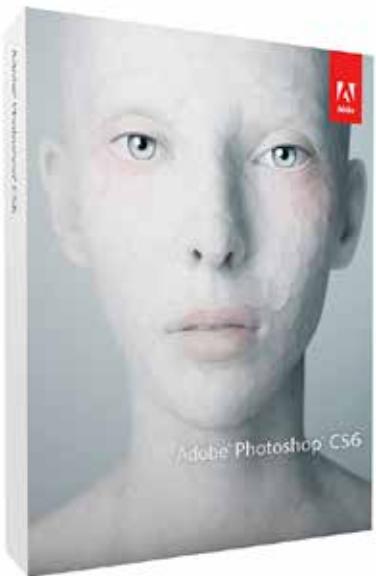
THINGS

There's lots of to-do apps out there but currently I'm using this one. It syncs between my Mac and iPhone via cloud and is very easy to figure out.

[MORE INFO](#)

DF STUDIO

This software is not widely known but is THE BEST and most powerful when it comes to delivering image galleries to your clients. Many of the world's top photographers use this software exclusively to send and store their galleries.

[MORE INFO](#)

ADOBESTPHOTO

Need I say more? I've been a Photoshop user for nearly 20 years and I still use it on a daily basis. It's the first computer program of any kind that I ever learned and remains the most powerful program I've ever used.

[MORE INFO](#)

ADOBEBRIDGE

Bridge is like your Desktop Finder on crack. It's a great way to browse files and easily find stuff.

[MORE INFO](#)

APPS & SOFTWARE



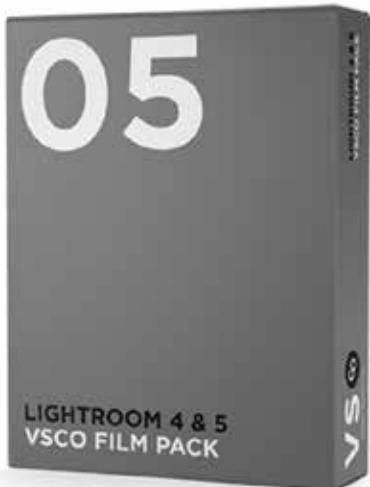
ADOBE LIGHTROOM

I only recently started using Lightroom and I'm now OBSESSED. I have over 100,000 images in my Lightroom Catalog and they're all key worded and obsessively organized. I also edit in Lightroom using VSCOFilm and I use VSCOKeys for all my fancy keyboard shortcuts. VSCOKeys is a must-have to edit quickly.

[MORE INFO](#)

CAPTURE ONE PRO

Before Lightroom, I used Capture One Pro for RAW Processing and still use it frequently. I mainly use it when I'm looking for a different type of look. I like the snappy contrast and deep, rich colors I get out of C1P. I can't seem to get those same tones out of Lightroom. So I'm always going back and forth between the two.

[MORE INFO](#)

VSCOFILM

As I said above, I've been using VSCOFilm in Lightroom and most of my current work is processed through VSCOFilm. I've also created a lot of custom LR Presets but they all started with VSCOFilm.

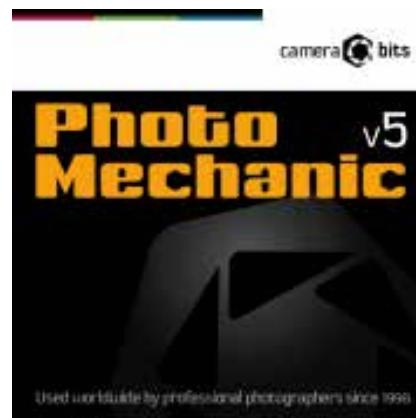
[MORE INFO](#)

PHOTO MECHANIC

Photo Mechanic is an interesting program with specific uses. I mostly use it to browse large shoots when I'm in a rush. For whatever reason, the program loads RAW images SUPER fast. I haven't found another app that beats the speed of Photo Mechanic when it comes to loading shoots.

[MORE INFO](#)

APPS & SOFTWARE

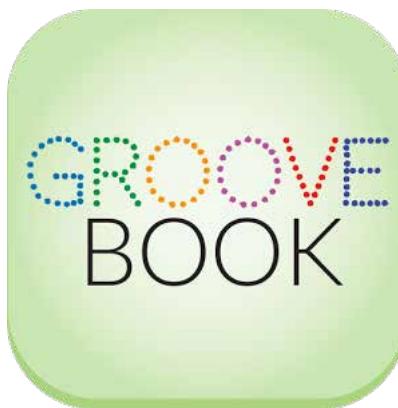
TIMESHEL



30 beautiful prints a month from your iPhone, delivered to your doorstep? For \$14 a month? Yes please. It's about time someone did this. I've been using this service for a couple months and couldn't be happier.

[DOWNLOAD](#)

GROOVEBOOK



These prints aren't nearly as nice as Timeshel but you get a lot more photos for a lot less money. \$2.99 a month for 100 photos is a great deal. But again the quality isn't as good. So your call.

[DOWNLOAD](#)

SOCIAL MEDIA



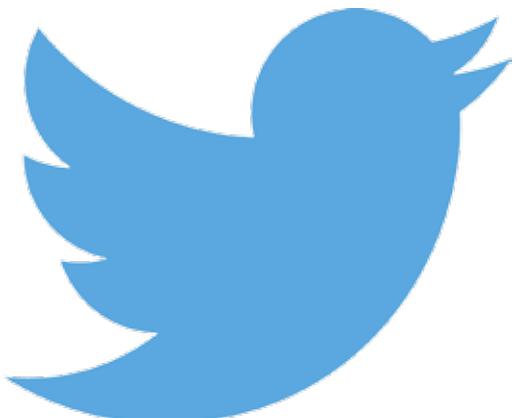
OKDOTHIS

Founded by yours truly, OKDOTHIS is a community that pushes Photography lovers to get out and try new ideas and share ideas. We call those ideas “DOs”. It’s quite addictive. You should check it out in the App Store and see for yourself. :)

[MORE INFO](#)

FACEBOOK

Ah, the mothership. I don’t love or hate Facebook. But it’s so engrained in everyone’s lives that I think we all kind of have to use it, still. It’s definitely played a huge role in my career and developing community so I’m certainly thankful for that.

[MORE INFO](#)

TWITTER

I think, to this day, Twitter is my favorite social network. I’ve always found the most engagement there. And I’m super A.D.D. so 140 characters is the perfect length for me. If only emails had a 140 character limit! :)

[MORE INFO](#)

PINTEREST

I’m pretty obsessed with Pinterest. There’s stuff there for guys too, ya know. :) People always ask me how I get out of creative ruts or where I find inspiration. Pinterest plays a big role in the answer to both of those questions.

[MORE INFO](#)

SOCIAL MEDIA



GOOGLE+

Is it here to stay long-term? I hope so. I love the G+ interface and G+ is GREAT for SEO results but I don't use it as often as I need to. Mainly cause it's a ghost-town. Hmm.

[MORE INFO](#)

INSTAGRAM

Instagram is great. Nice and simple. But it's no OKDOTHIS. #couldntresist

[MORE INFO](#)

LINKEDIN

I have a profile there and everything, but I can't really say it's ever added value to my career. It can be helpful for researching potential clients and art directors, etc. but that's about the only thing I've ever used it for.

[MORE INFO](#)

BAGS

AIRPORT ROLLER DERBY



Easily to maneuver with improved weight distribution to minimize muscle fatigue. Holds up to a 400mm f/2.8.

[MORE INFO](#)

MONO FLYBY BACKPACK



This has been my main backpack for my laptop and external hard drives for years now. It's a great bag. MONO is known for making musician's bags but they're starting to dabble in photography bags.

[MORE INFO](#)

THINKTANK MIRRORLESS BAGS



I basically own all of these bags... The City Walker 10, the Mover 20, Mover 10, Mover 30i, Mover 5, etc. I'm constantly rotating these bags when I'm shooting with my FujiFilm cameras on the run. They're great for family outings too.

[MORE INFO](#)

ONA BRIXTON BAG



With Italian-tanned leather, this Dark Truffle version of our Brixton camera bag is as sumptuous as it is functional. Made with a light wax finish that develops a rich patina over time, the Brixton is a true beaut that'll only get better with age.

[MORE INFO](#)

BAGS



THINKTANK RETROSPECTIVE 40 BAG

The pinestone Retrospective 40 Shoulder Bag from Think Tank Photo is a soft-sided camera bag with a simple design on the outside, and a lot of storage capacity on the inside.

[MORE INFO](#)

THE EVERYDAY MESSENGER

The Everyday Messenger™ is a beautiful, intelligent and adaptable messenger bag designed around the workflows of photographers, creatives, travelers and commuters.

[MORE INFO](#)

URBAN DISGUISE® 35 CLASSIC (V3.0)

Leather accented, discrete shoulder bag sized to carry a gripped body with a 70–200mm f/2.8 lens attached, 24–70mm f/2.8 and flash, also carries up to a 13.3" laptop and tablet.

[MORE INFO](#)



SEE UNIVERSITY

See University is a wide-ranging collection of educational photography videos from Jeremy Cowart. Each topic is filmed and you can expect video content about editing, photoshop, posing, favorite gear, thoughts on family, inspiration, working with models and much more.

Whether you are pursuing a career in photography or have just recently started shooting, See University is for you. No matter where you are in the photography world, you will receive practical tips and tricks from someone who has been in the business for full decade.

Jeremy was recently named “the most influential photographer on the internet” by Huffington Post and plans to use this platform to teach and inspire other creatives. See University is a learning platform that is long overdue from Jeremy and will be a breath of fresh air for the photo industry. A teaching tool where the audience is approached by a friend, not a cold instructor and someone who isn’t afraid to bend and break the traditional photography rules.

MISCELLANEOUS GADGETS



IMPOSSIBLE PROJECT LAB

This thing is the best! You can print traditional polaroids from your iPhone. I use this thing all the time. Why risk not getting the right image out of the polaroid when you can shoot it digitally and re-print the polaroid later? This is definitely one of my favorite "secret tools".

[MORE INFO](#)

IMPOSSIBLE PROJECT COLOR 600 FILM

This is my favorite film from Impossible Project. It's always unpredictable for sure but I still find myself most happy with the results from this film.

[MORE INFO](#)

WACOM CINTIQ 24HD

This is an incredibly powerful tool. I love drawing tablets but being able to draw directly on the monitor always trumps a tablet. The Cintiq takes me back to my art classes and I love it.

[MORE INFO](#)

WACOM INKLING

This is what the future looks like. You draw or write on paper and it digitally scans it so you can open on your computer?! Way too cool and way too fun. This is definitely a toy for grown-ups.

[MORE INFO](#)

MISCELLANEOUS GADGETS

72' BLACK UPDESK



Love my UpDesk! These desks electronically raise and lower at the touch of a button. So I can easily go from a standup desk to a sit-down desk any time. Basically I stand it up when I'm feeling healthy and motivated (or want to dance), then I sit back down when the healthy phase passes.

[MORE INFO](#)

WHITEBOARD UPDESK



Ditto to everything I said above. But with the whiteboard desk, I can draw on it and take notes. And my favorite thing is when my kids raid my office and draw pictures and love notes for Dad all over it.

[MORE INFO](#)

NARRATIVE CLIP



This little gadget is awesome! It takes a photo every 30 seconds. You can attach it to your shirt or anything for that matter. It automatically turns off when you put it in your pocket. It's great for time-lapse behind the scenes on photoshoots.

[MORE INFO](#)

EPSON PROJECTOR



I wanted a short throw projector so I could project backgrounds behind my subjects without there being a shadow on the wall. We have this projector permanently mounted in my studio ceiling. Love it.

[MORE INFO](#)

MISCELLANEOUS GADGETS



PIXEL STICK

This thing is insane. You can project images in thin air on a long exposure. I don't use it often but it's a super cool tool to play with. I highly recommend it.

[MORE INFO](#)

LIFX LIGHTBULBS

These bulbs are expensive but I created a custom ringlight using these bulbs that I can now control from my iPhone. Love these lights.

[MORE INFO](#)

Thank you for downloading my Photography Toolkit! If you enjoyed it, would you mind helping me spread the word? [Click here](#) to tweet it or copy and paste this message and post to Facebook:

“I just downloaded @jeremycowart’s “Photographer’s Toolkit” for FREE at <http://jeremycowart.com>. There are tons of great resources for cameras, lighting, software and more. Check it out!”

Cover Photo & Art Direction by Jeremy Cowart
Design and layout of The Photographer’s Toolkit was done by Michael Knepprath. View more of his work at <http://mknepprath.com>.
