



Mastering the Business of Photography: What the Pros Do When They're Not Taking Incredible Pictures

Tony Luna

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Photography can be a competitive and unforgiving trade, however there are many strategies for professional success. This book is a resource for photographers of all kinds and demonstrates the many ways to manage a career in photography, while still “earning enough money to support yourself, a family, your interests, your aspirations, and your passion.” *Mastering the Business of Photography* offers insights into what happens when you’re not shooting—which is most of the time—and explains what you must do to further your career, make a living, and accomplish your personal goals. Topics include:

- Organizing assignments from start to finish
- Creating a plan and calculating risks
- Building a standout portfolio
- Anticipating financial matters
- Working with clients
- Self-promoting
- Getting paid
- Booking gigs
- Negotiating a contract
- And much more

For freelance photographers and for those employed by agencies as well, this guide is full of practical advice for navigating the world of photo work, coming from an industry professional with over forty years of experience.

Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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