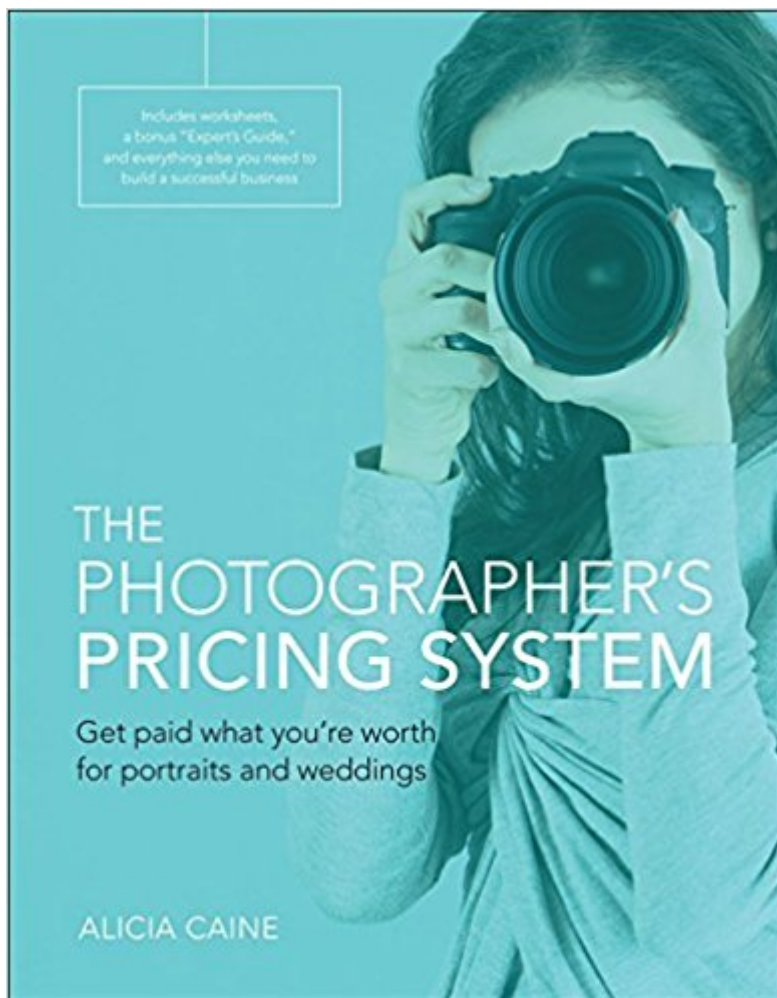




Ebook Directory
the best source of ebook

The book was found

The Photographer's Pricing System: Get Paid What You're Worth For Portraits And Weddings



Synopsis

In this practical guide, photography pricing guru Alicia Caine takes the anxiety and drudgery out of the pricing process for portrait and wedding photographers, showing how to keep the process as simple and painless as possible. Alicia starts by breaking down such daunting topics as managing your budget and expenses and determining how much work you can take on, and then explains the importance of understanding what your client wants and researching the marketplace. She shows how to reverse-engineer your pricing, create a pricing sheet, and present your pricing to your clients. Focusing mainly on portrait pricing, she also explores how to achieve consistent pricing across your photography services, with a chapter on specialty sessions that covers the particularities of pricing weddings and mini sessions. Along the way, you'll encounter nearly 20 worksheets designed to help you move from learning the necessary steps and tasks to actual implementation, a key obstacle for many photographers. As an added bonus, Alicia provides an "Expert's Guide" on how to get paid what you're worth based on your expertise in a particular niche, which can potentially increase your value in the marketplace. In this special section, you'll learn how positioning yourself as an authority on a particular topic can help you bring in more potential clients. Features the friendly, approachable voice of photography pricing expert Alicia Caine, whose mentoring and coaching have endeared her to thousands of photographers. Includes worksheets and a gross earning calculator (also available via download) to help you with key steps in the process, covering such topics as how to determine your hourly value, how to think about and set up collections and specialty products, how to figure out your costs of goods sold, and much more. Incorporates lightness, fun, and compassion to help photographers more easily approach the challenging and often mundane topic of pricing.

Book Information

File Size: 11005 KB

Print Length: 216 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Peachpit Press; 1 edition (July 16, 2015)

Publication Date: July 16, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B011S3HL18

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #691,002 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #66

in Kindle Store > Kindle eBooks > Arts & Photography > Photography > Professional #83

in Kindle Store > Arts & Photography > Photography & Video > Lifestyle & Events > Weddings #261

in Kindle Store > Arts & Photography > Photography & Video > Business & Careers

Customer Reviews

This book and pricing system is so thorough yet not overwhelming. Other ways to "do your numbers" can lack the full detail that is in this book OR they can make you so overwhelmed it's impossible to get through. This is a simple system that really explains everything you need to know. After I went through this book, I bought it again for my best friend who is also a photographer. It's really good.

This book delivers everything it promises. I am still working on it at my own pace but so far I it helpful in helping understand the start up of my business.

Got this for my daughter who is getting a degree in Fine Art with a concentration in photography. She has learned a lot from this book!

Good information to get one started off in the right track. As the book instructs, I am taking it slow and working through each chapter to really think through my money needs to make this a profitable business that can support me. I love how the book gives you online links to access all the forms listed in the book. Then you can print them yourself.

Good book with good tips. The only thing I found I disagreed with is that the high profit she encourages may not work in my area.

I found a lot of practical information that I will definitely be using in my business. Anyone struggling with their pricing structure needs to read this book.

Great book to get if you need help figuring out pricing for photography!

You will get an idea about how this business works so that you can modify later according to your style.

[Download to continue reading...](#)

The Photographer's Pricing System: Get paid what you're worth for portraits and weddings Get Paid to Travel the World - Complete Guide to Get Paid to Do What You Love: Create freedom in business and adventure in life - Hotel Deals , Free Flights and a Dream Life Draw Faces: How to Speed Draw Faces and Portraits in 15 Minutes (Fast Sketching, Drawing Faces, How to Draw Portraits, Drawing Portraits, Portrait Faces, Pencil Portraits, Draw in Pencil) Suing Abusive Debt Collectors: Don't Get Mad, Get Even and Get Paid! Gregory Heisler: 50 Portraits: Stories and Techniques from a Photographer's Photographer Fearless Salary Negotiation: A step-by-step guide to getting paid what you're worth Art Money & Success: A complete and easy-to-follow system for the artist who wasn't born with a business mind. Learn how to find buyers, get paid ... nicely, deal with copycats and sell more art. Worth Every Penny: Build a Business That Thrills Your Customers and Still Charge What You're Worth Bathroom Book of Motorcycle Trivia: 360 days-worth of \$#!+ you don't need to know, four days-worth of stuff that is somewhat useful to know, and one entry that's absolutely essential Get Nikon D5200 Freelance Photography Jobs Now! Amazing Freelance Photographer Jobs: Starting a Photography Business with a Commercial Photographer Nikon Camera! Painting Childrens Portraits in Pastel: A Leading Professional Reveals Her Secrets So You Can Paint the Subjects You Love and Even Turn Your Portraits Weddings: Wedding Dresses: An Illustrated Picture Guide Book For Wedding Dress and Gown Inspirations: A Picture-Perfect Guide To Selecting The Perfect ... Brides-To-Be (Weddings by Sam Siv) (Volume 7) The Greatest Weddings of All Time (Celebrity Weddings) A Game Worth Watching (Worth Series Book 1) Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitabilit (paperback) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability Modern Portfolio Theory, the Capital Asset Pricing Model, and Arbitrage Pricing Theory: A User's Guide The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution Practical Pricing: Translating Pricing Theory into Sustainable Profit Improvement

Contact Us

DMCA

Privacy

FAQ & Help