



Success in Portrait Photography

Jeff Smith

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This practical guide focuses on the skills photographers must possess in order to establish and run a successful portrait studio without sacrificing creative vision or a life outside the studio. Beginning with the planning stages, this guide covers the process of setting and meeting goals and offers tips for evaluating business advice and for avoiding errors often made by new business owners. Subjects covered include envisioning business goals, establishing a level of specialization, attracting the right clients, and improving profits. Ongoing tasks are examined in detail, such as delegating responsibilities, proper accounting, understanding changing markets, and continuing education.

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