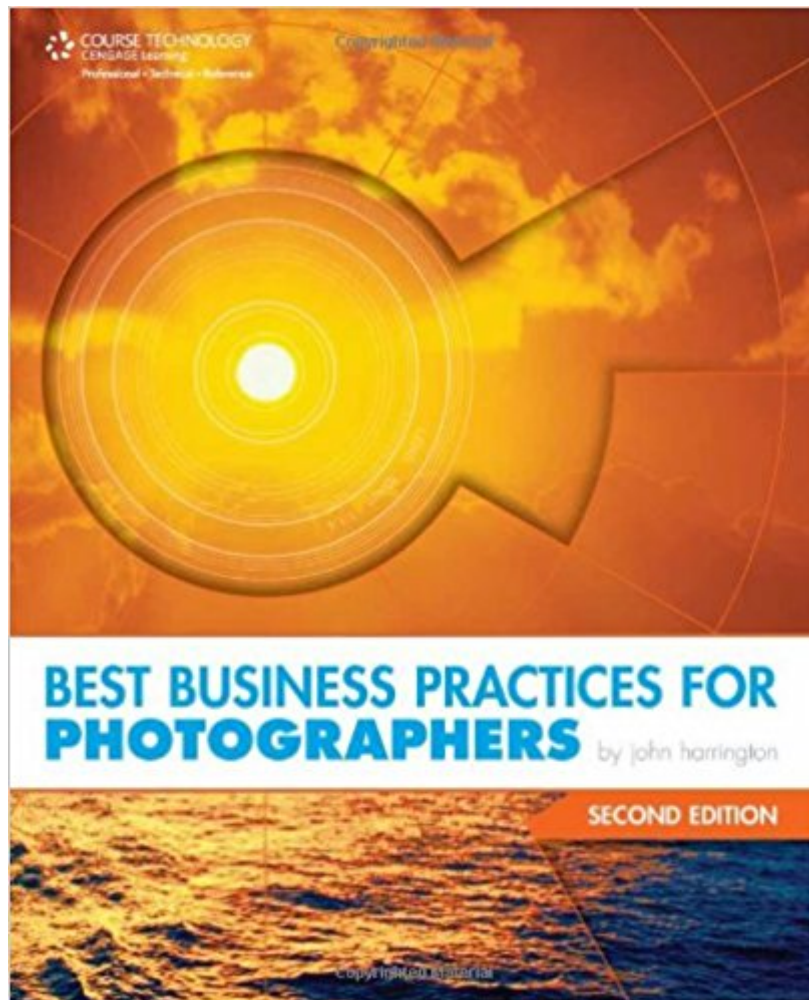




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# Best Business Practices For Photographers, Second Edition



## Synopsis

A follow-up to the successful and acclaimed "Best Business Practices for Photographers", this updated and expanded edition serves as an even more comprehensive guide to achieving financial success and personal satisfaction in your business as a photographer. Included in this new edition are sections on licensing your work, making the career change from a staff photographer to a freelancer, surviving an IRS audit, and more. This book includes best practices in interacting with clients, negotiating contracts and licenses, and business operations. "Best Business Practices for Photographers, Second Edition" is the key to a successful career in photography.

## Book Information

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Introduction. Part I Nuts and Bolts of Your Business. Chapter 1 You Are a Business Now Lets Get to Work! Chapter 2 Professional Equipment for Professional Photographers. Chapter 3 Planning and Logistics: Why a Thirty-Minute Shoot Can Take Three Days to Plan. Part II Financial and Personnel Considerations. Chapter 4 Working with Assistants, Employees, and Contractors: The Pitfalls and Benefits. Chapter 5 Pricing Your Work to Stay in Business. Chapter 6 Overhead: Why What You Charge a Client Must Be More Than You Paid for It. Chapter 7 Whos Paying Your Salary and 401K? Chapter 8 Insurance: Why Its Not Just Health-Related, and How You Should Protect Yourself. Chapter 9 Accounting: How We Do It Ourselves and What We Turn Over to an Accountant. Part III Legal Issues. Chapter 10 Contracts for Editorial Clients. Chapter 11 Contracts for Corporate and Commercial Clients. Chapter 12 Contracts for Weddings and Rites of Passage.

Chapter 13 Negotiations: Signing Up or Saying No. Chapter 14 Protecting Your Work: How and Why. Chapter 15 The Realities of an Infringement: Copyrights and Federal Court. Chapter 16 Handling a Breach of Contract: Small Claims and Civil Court. Chapter 17 Resolving Slow- and Non-Paying Clients. Chapter 18 Letters, Letters, Letters: Writing Like a Professional Can Solve Many Problems. Chapter 19 Attorneys: When You Need Them, They're Your Best Friend (or at Least Your Advocate). Part IV Storage and Archiving. Chapter 20 Office and On-Location Systems: Redundancy and Security Beget Peace of Mind. Chapter 21 Digital and Analog Asset Management: Leveraging Your Images to Their Maximum Potential. Chapter 22 Stock Solutions: Charting Your Own Course without the Need for a Big Fish Agency. Part V The Human Aspect. Chapter 23 Care and Feeding of Clients (Hint: It's Not about Starbucks and a Fast-Food Burger). Chapter 24 Education, an Ongoing and Critical Practice: Don't Rest on Your Laurels. Chapter 25 Striking a Balance between Photography and Family: How What You Love to Do Can Coexist with Your Spouse, Children, Parents, and Siblings if You Just Think a Little about It. Chapter 26 Charity, Community, and Your Colleagues: Giving Back is Good Karma. Chapter 27: Why License Your Work? Chapter 28: Model Releases and Trademark Releases. Chapter 29: Invoices, Purchase Orders, and Receipts. Chapter 30: Fine Art Photography. Chapter 31: Expanding into Video Services. Chapter 32: Surviving the IRS Audit.

John Harrington has worked for more than 16 years as an active photographer in Washington DC and around the world, working with both editorial and commercial clients. His photography business has been successful, with income rising ten-fold since he started. He has spoken at courses and meetings of The NPPA's Northern Short Course, The White House News Photographers Association, Smithsonian Institution, Corcoran School of Art and Design, American Society of Media Photographers Capital Region, University of Maryland, Northern Virginia Community College, Trinity College, and the Northern Virginia Photographic Society. Editorially, his credits have included the Associated Press, The New York Times, The Washington Post, Time, Newsweek, US News and World Report, The National Geographic Society, USA Today, People, MTV, and Life. For corporate and public relations clients, John has successfully placed images with the wire services (Associated Press, Reuters, Gannett, Agence France Presse, and UPI) over three hundred times. Commercially, John has worked with well over half of the top fortune 50 companies, and even more of the top 500. Ad campaigns for Siemens, Coca Cola, General Motors, Bank of America, and Freddie Mac, to name a few, have been seen worldwide.

This book was like having a personal coach to prepare you for the big game. The Author helped me learn about things I didn't know I needed to ask when stepping into the work of becoming a professional photographer.

Great book for aspiring photographers who need a bit of a reality check when it comes to the business vs art ratio. Really walks you through all aspects of running a photography business so one has a pretty good idea of what to expect!

I purchased this book shortly after deciding to go pro. Even though this book is intended for those already in business to ensure they stay in business it is just as useful for someone just getting started. Not always an easy read, however, John is very upfront and honest about what happens if you do not do certain basic business practices. Highly recommend for anyone who's been in business for 20 years or 20 seconds.

This is PACKED full of information that EVERY photographer that is in business, going in to business, or even thinking about going in to business should read!! I keep it with me at ALL times and pick it up just about every day and read something out of it. I think I have read it twice already and I will keep reading it over and over again until I get everything down!

I've been shooting professionally for 43 years. Just came back from a brief retirement as I love the field so much. This go around, I'm Freelancing it. No more hassles of studio ownership, no partners taking the fun out of it, no more serving as a Photographer Director to Photographers & Videographers who obediently shoot when I tell them too. This book is the best business book I've ever seen; not in this life-not in the previous 43 years. Especially not in Art School, back in the 70's no one taught the business end; which, unless you want to fit the starving artist mold, may be the most important part of the art of photography. Great job, Mr. Harrington, great book, a must read for students, beginning pros, to seasoned professionals.

I am an amateur photographer. I bought, read, and enjoyed John Harrington's Best Business Practices for Photographers, Second Edition. I believe John wrote both his first and second editions with professional photographers in mind. Every professional photographer should own this book. If you are an amateur like me, you should buy this book, and let me tell you why. If your photography is good, sooner or later, a friend or family member will ask you to photograph something and offer to

pay you for it. As soon as you decide to accept money for your time, sell your photographs at a show, or sell your photos over the Internet, you are in business. Even if you are giving your craft away to a non-profit, you will want some control over your work and some assurance that your work will not be used to harm. You will need to know when you and your work need protection and how to do it. If money changes hands you are in business, and in every municipality in the US being in business means something. The moment money changes hands you are required to register your business as an entity; adhere to all local licensing and zoning laws; and pay federal, state and local taxes including sales tax. Once your business has value - enough that someone would pay you for your time and work - then you will want to protect your business, your work, and yourself from harm resulting from your business activity. So amateurs should buy this book too. As an amateur you may someday be faced with the prospect of selling your time and work. You should know what that means and be prepared for that decision. I hope John will view my review as affirmation for his work and embrace this perhaps unintended consequence of his book in the marketplace. On a lighter note I would like to report that this book is well written, accurate, and very up to date. I would highly recommend that every photographer purchase and read this book, cover to cover.

This book has a ton of brilliant insight in it, and if you're studio art degree didn't have much business for photographers to it, then this is a must have. You'll go from a clueless bidder to an educated business savvy photographer providing you have the skill and you're already actively engaging clients. It's not a magic pill, you still have to do all the leg work.

A very comprehensive (if not a bit too comprehensive in some areas) and well written book. Although Mr Harrington prefaces the book by stating it is written for the established professional photographer -- in my opinion, anyone even considering going pro should read this book first. It gave me a much better idea of the legal pitfalls of this profession that I was not originally aware of, which will allow me to put processes in place even before my website is up, in order to avoid potential future problems.

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