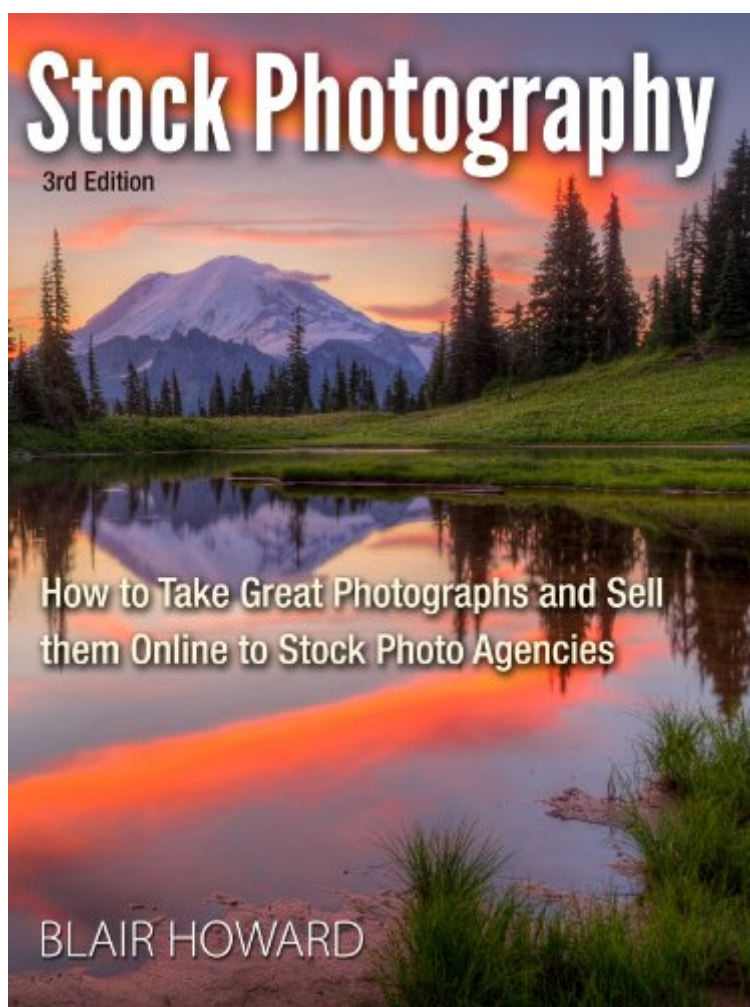


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# Stock Photography - 3rd Edition



## Synopsis

Yes, You Can Become a Stock Photographer Welcome to the 3rd Edition of Stock Photography. The book has been substantially updated with an added chapter containing information on how to prep images and get them ready for submission to the stock photo agencies and, most important, how to avoid the dreaded rejections we all get from the reviewers at those agencies. I have sold thousands of photographs online through stock photo agencies, and to the national and international media using the techniques described in this book. I'm going to show you how to use those techniques to take better photographs than you ever thought possible. Ron Leach, publisher of Shutterbug Magazine, in his foreword to the book, says the book "is full of easy-to-follow and effective techniques for improving your photographic skills and marketing your work." I have been making a good living with my camera for more than 30 years. Second only to my wife, my camera is the best friend I've ever had. It's taken me the world over; I've stayed at the world's finest hotels and resorts, played the world's greatest golf courses, dined in the best restaurants, and lived a very good life; I couldn't have done it without my trusty Nikon. I shoot photographs for a living, full time. I sell photos for a living, and I do it every day; you can do it too. This book is designed for you folks who would like to learn how take good photographs and make money selling them online to stock photo agencies? You'll learn, not only how to take photographs that will sell, and continue to sell, but you'll learn how take them consistently and to order. There are 12 steps to becoming a successful stock photographer. Each step is covered in this book, in detail, chapter by chapter. I will take you step-by-step through each technique. I will show you how to take stock photos that will sell and resell, not just now and again, but consistently and to order, and you'll learn how to sell your photos online. You'll also learn the art of good composition, how to properly focus your camera to ensure that the image is acceptably sharp from foreground to infinity, and how to properly expose your photograph; all of which is crucial if you want to sell your photos through the online stock photo agencies. Finally, I show you exactly how I prep my photos for submission. Master the techniques you'll learn in this book and you'll become a better photographer than you ever thought possible. You WILL be able to shoot good stock photos. In short, you'll learn how to be a stock photographer.

## Book Information

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## Customer Reviews

I buy a lot of Kindle books. I look for ideas to support my hobbies and my travel habit. I have been a "snap shot shooter" forever. As a Vietnam Veteran I took hundreds of pictures in Vietnam and hundreds more in Alaska and a few were OK but I always knew I could do better. I bought this book with the hopes of really learning something. WOW - I have learned more from this book than 60 years of just pushing the shutter release button. I am on my third reading. There is more here than I can absorb in one shot and in a number of places he says "this is important, I will try to make it as easy as I can but it will take more than one reading to get it". Man is he right and I am not a dummy. BUT - if you really want to start taking better pictures this book is worth 10 times what you pay for it \*\*\*\*\* it is worth a hundred times what you pay for it. BUY this book!! I am willing to bet there are photography courses costing hundreds - even a thousand dollars that won't teach any more than this book. What an incredible deal (and no, I don't know him - wish I did)

I really want to give rave reviews about Blair's photography book. I've been a professional photographer for over 12 years and in the stock area for about 9. There were some "tricks" I didn't know like the F8 rule and some things I'd learned and forgotten. Either way I took away some advantages that will help my career. Even professionals can learn some really good tips here and I wouldn't recommend a beginner starting in the business without first reading this book. Great job Blair!

For anyone wanting to make money from their photography this is a must read. The most difficult things are not only knowing where and how to market your photographs, but also the sort of photographs you should be taking that have the best chance of selling. This is all covered in this book; a small investment for some invaluable advice. I really recommend this book!

If you're an amateur or semi-pro interested in submitting your images to stock photography sites to make money, there are many useful tips regarding how to produce high quality images. In particular, the author stresses: 1) perfect composition, 2) perfect focus and 3) perfect exposure. He devotes most of the book to providing theory, examples - both good and bad - and helpful hints to assist you in achieving these top 3 aspects of a good photograph. If you're already an accomplished photographer, you'll probably find the advice redundant; however I did pick up a few useful hints that I will put into practice. Though the author describes at a high level the stock agencies that he has worked with, and some that he hasn't, he doesn't provide a lot of concrete advice regarding how to submit images, what they're looking for (other than high quality), and how to break into an agency. It almost seems as if he is trying to discourage would-be stock photographers by telling them how hard it is... Only a very small portion of the book covers the stock photography business; the rest is all about making high quality images. The author also doesn't address with sufficient detail the requirement for collecting model releases and property releases, nor does he provide any hints about how to practically go about doing this. He does stress that People Sell Images, but doesn't have a lot of advice about incorporating people into pictures, other than relying on using your family as models. (I've tried - my family won't do it !)

One small beef (well actually two...) is that the included images don't render well at all on my Kindle (not really the author's fault at all - I will peruse them again on my iPad); and the writing could have used the attention of a skillful editor. There were occasional misspelled, incorrect and repeated words, which somewhat detracts from the quality of the message.

The premise of this book, its title and the description are all misleading. This book has very little to do with stock photography, running a photography business or making money. It is a very basic introduction to beginning photography and, if it were described and sold as such, would rate four stars. The latest edition has an added section on preparing photos for submission to online stock agencies, but relies on specific software and techniques that may not be available to all readers, or even available well past the time of publication. If you're looking for a fairly decent work on using your digital camera to take well composed, well lit and technically excellent photos, buy this book. If

you're a stock photographer or looking to move into stock photography, there are far better options.

Being enthusiastic about photography, and earning money, my search has landed me within the realms of Blair Howard's informative selections of Photography Books. With my short attention span when it comes to reading material on photography, Blair Howard has developed and unleashed a smooth method in which has Captured my attention while cutting to the chase. Blair takes you on the journey of the "how to" in his book ( Stock Photography ). This is completely a must read for those interested in Photography, and the how to sell your artistic photographs for profits. I look forward to the next book to read by Blair Howard - photography. Thanks!

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