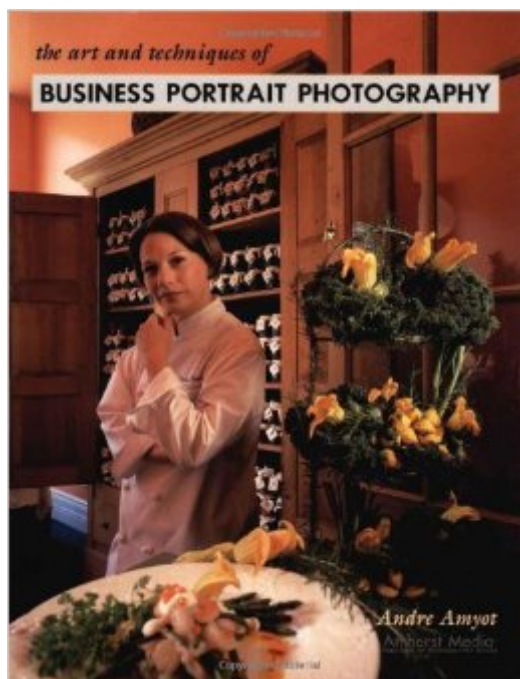# The Art And Techniques Of Business Portrait Photography

Synopsis

Photographers wanting to create great business portraits must go beyond easily composed, well-lit "mug shots" created in the studio. This book focuses on maximizing the bottom line and improving creativity, giving business-portrait photographers an edge over the competition. An overview of the business skills needed to achieve success in this arena is provided, including finding a niche, pricing portraits, advertising, marketing, and finding an assistant. The professional techniques that are a prerequisite for top-quality photography are presented, including technical advice on exposure, metering, diffusing light, and selecting the necessary equipment. A thorough discussion of composition and lighting considerations is appended to each image, and ample, clearly drawn lighting diagrams are included throughout.

Book Information

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Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

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Customer Reviews

I've decided to get back into professional photography after many years. I bought many photography books, DVDs, online courses so that I would get a feel for the market and customer tastes. A lot of books and DVDs are outdated, not only on equipment use (film vs digital), but also on portrait styles, and marketing techniques.This is the most informative book that I've read on corporate photography, people portraiture, ligthing techniques and location challenges, equipment use, and a definitive guide for the business end - a major weakness for most artists. You can hunt the Internet to find what other photographers are charging for their services, but apart from obvious talent, you will not know why they charge what they charge. This books tells you how to calculate

your costs and price your services for economic growth.Although this book concentrates more on the corporate or business niche, the ligthing techniques and strategies exposed will serve you well for other types of photography. Ligthing set-ups and equipment used are explained in detail. The author even indicates timelines for set-ups and actual customer shooting time. This will help you in being realistic when you price your contracts. The high quality photographs can inspire your own creativity. A must read.The author is also a coach for new and seasoned photographers. Check out his site at: [...] I've never met Andre Amyot, but I've heard of him through other successful photographers.

I just received this book today. I had been really excited about it and had 'looked inside.' The front and back covers have great business portraits, of the type that I wanted to create. What was disappointing is that the interior of the book doesn't give me any MORE of these kinds of images. The author, Andre Amyot, is clearly talented and knows what he's talking about, so it's not that. The problem is that the sample images in the book are far more commercial and industrial. If you're looking to take more industrial portraits, of executives for annual reports and the like, it's probably for you. You'll see loads of industrial settings and probably be really excited. As more of a personal photographer, personally, I wanted the more warm, inviting and intimate type of business portraits that were displayed on the covers, and these were lacking. The author talks a lot about business, which is great, but is SUCH a repeat of what I've read in so many books on professional photography, there wasn't anything new there.What's my bottom line recommendation? If you want to take commercial photography of the sort in an annual report, like REALLY commercial, not more personal and warm, then this book is great. If you need to learn lighting techniques, how to use multiple lighting sources and get a great exposure, this book is great, you'll learn that. If you don't have a clue about how to run a professional photography business and make a decent living and not live below the poverty line as so many do, you'll learn that. BUT, if you really want to learn how to create warm, personal portraits of business people, and you know how to set up and light a portrait, save your money and just get your inspiration from the front and back covers, because you probably won't find much more of interest that's worth paying for inside. My 2 cents worth.

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