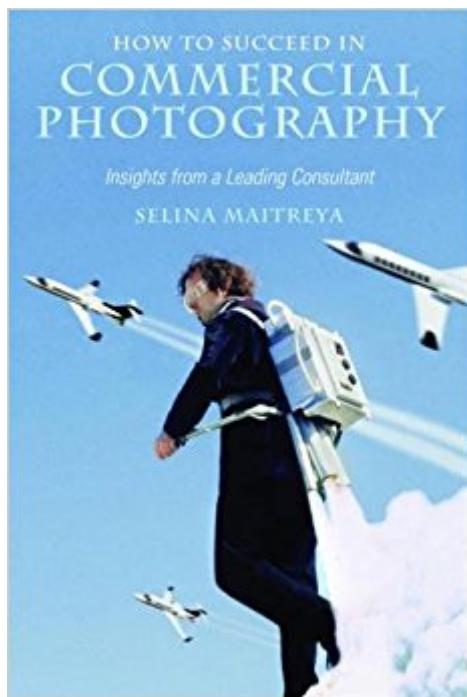


The book was found

How To Succeed In Commercial Photography: Insights From A Leading Consultant



Synopsis

After more than thirty years in photography, an industry veteran speaks out in *How to Succeed in Commercial Photography*. These essays provide photographers at every level with all the tools they need for a great career. Author Selina Maitreya offers proven tips for focusing on client needs; building a team from today's marketing assistants, reps, and consultants; developing an online portfolio; self-promoting; and much more. Through up-close interviews, professional commercial photographers reveal the missteps they made in their work--and how others can avoid making the same mistakes. A special section explores how photographers can set goals, survive tough times, overcome creative blocks, and more. Anyone seeking a successful and well-balanced life as a commercial photographer needs a copy of this illuminating guide.

Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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Customer Reviews

"Maitreya brings a unique spiritual understanding to the everyday challenges that photographers

face in the twenty-first century." -- Beverly Adler, freelance art buyer "Reading this exquisitely written guide, you'll suddenly realize that you have in your possession a priceless blueprint for success." -- Alice B. Miller, Editor, Studio Photography magazine "Selina takes the ever-changing business and marketing of photography and shows you, in detail, how to succeed in it." -- Michael Grecco, photographer; author, *Lighting and the Dramatic Portrait*; Chairman, Advertising Photographers of America, Los Angeles "Those smart enough to follow Selina's advice will find all of the answers leading to their own personal and commercial success." -- James Sullivan, www.photoassistant.net

It takes a lot more than a camera and talent to make a living as a professional photographer. The most successful photographers have developed, but their vision, values, and business plans. For those still developing or rethinking their strategies, a new resource is here to help. With *How to Succeed in Commercial Photography*, author Selina Maitreya offers the insights of her nearly 30 years as a leading consultant.

Although I've been doing commercial photography for 10 years, this has given me a dozen new ideas already, and I haven't even finished it yet.

With so many photographer's books focusing on cameras, digital workflow, shooting and Photoshop, it is so refreshing to find a book that focuses on the Photographer. That attention to the humanity is defined, refined and delivered with examples that inspire. Photographers are people first, and they have fears and egos and baggage from years of doing something they love. Many are currently struggling, or wanting to find a new excitement and reason for it all. And Selina takes her decades of experience and energy and synthesizes it into an easy to read and understand book. There are no pictures, no lighting charts and explanations of model posing... this is a behind the scenes look into the processes of commanding, and holding, a lead in a highly competitive market. Selina will bring some clarity to the sometimes confusing world of commercial photography. If you are looking for a 'silver bullet' book, or guide to what lens to buy to impress an art director, this book isn't for you. If you need some thought provoking, real world direction toward creating a successful career, this may be the one.

Smart and insightful, this book describes, step by step how to achieve the kind of success most dream of but few accomplish. Selina Maitreya has written a no nonsense book that outlines the basic requirements for achieving success in one of the most competitive businesses around. Her

approach is not only to achieve business and creative success, but to achieve some spiritual enlightenment along the way. In other words, she wants you to make money and create fabulous images, but says that those things do not make us happy without a deeper understanding of ourselves creatively. The point she makes in the end is, she can give you all the advice in the world but you have to make it happen on your own. She makes that clear with anecdotal success stories of some of her most determined clients who work through difficult times and personal tragedies, not necessarily to reach success beyond their wildest dreams, but to launch their business and begin to find clients who give them the work they dreamed of.

The book is clear, concise and focused. Selina really knows her business and even when I'm not in my moment to get a rep nor a consultant, is very useful to have a clear path ahead of how to start planning for that moment. Anyway, is a book also for the beginner -as me- because all the book is very inspirational and motivational and introduces you to the big leagues of the photography, how the art buyers think and work, how the pros use to manage their portfolios and marketing campaigns. In concrete, a highly recomendable book!

This is one of the best advice and consulting books I ever read and owned in regards to be successful in this highly competitive industry. Selina is very generous in dispensing her knowledge and experience in helping photographers to succeed. There are lots of exercises and resources that one can explore deeper into this ever changing industry. Yes, reading this book will no guarantee you fame and fortune, but it opens the window to possibilities. The rest is up to you to make it happened.

I am re-reading this book again. This book is more than some repeated advice, but it is a book that encourages you to succeed. I enjoyed the chapters on vision more than any of them. So many books on the business of photography attempt to drown you with negative doubtful comments that you ready to quit before you begin. Selina on the other hand delivers a honest look at the world of commercial photography, but filters it through a message of positive encouragement and strong faith. Tim SkipperVision Photo Image[...]

Selina is right on! She's thorough and inspiring.

This book is a bunch of essays put together from people working or have worked in the industry,

whether it be the buyers, sellers, or the artists themselves. This book brings advice from the past and present to help the reader have a greater understanding of how the business works. The book is not one you can just sit down and read start to finish.

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