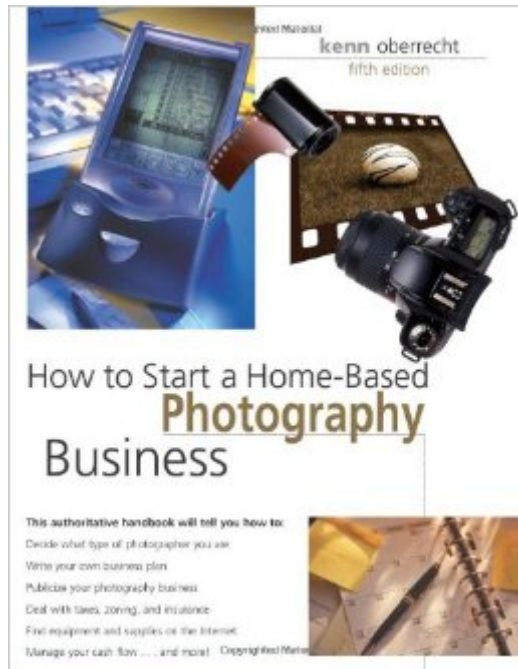


The book was found

How To Start A Home-Based Photography Business, 5th (Home-Based Business Series)



Synopsis

From estimating your start-up costs and setting up your darkroom to staying profitable once you're in business, this comprehensive guide has it all for aspiring photography professionals.

Book Information

Series: Home-Based Business Series

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Product Dimensions: 9.2 x 7.4 x 0.7 inches

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Average Customer Review: 3.6 out of 5 stars [See all reviews](#) (23 customer reviews)

Best Sellers Rank: #1,842,128 in Books (See Top 100 in Books) #402 in [Books > Arts & Photography > Photography & Video > Business & Careers](#) #2571 in [Books > Textbooks > Humanities > Visual Arts > Photography](#) #2802 in [Books > Business & Money > Small Business & Entrepreneurship > Home Based](#)

Customer Reviews

I have read several books on starting and operating a small business. This is the only one I've found that covers the business of photography exclusively. It starts from scratch and guides the reader through every step, including an in-depth chapter on writing a business plan. It includes many samples of contracts and various business forms and even points you in the right direction to finding them. I would not have had the courage to strike out on my own if I had not read this book.

It's a good read but one might not get much out of the whole book. With a little research on the internet, this book renders useless; besides, the advices are very dated. Try E R Lilley's book better.

Hi points - Interesting, readable, good suggestions and examples on how to transition from a "9 to 5" job to independent photographer. Low points - Over emphasis on film aspects (non-digital) of running a business (setting up a dark room and lab...), computer section so basic it's almost humorous, no review of digital tools such as PhotoShop or Paint Shop Pro. The general information is good for those in the dreaming stage. I suggest you find it at your local library, (sorry) because

it's not something you'll go back to over and over. Mr. Oberrecht's detailed use of a paper document and bookkeeping system is excruciating. It seems he views computers as a necessary evil instead of the powerful tool they can be. As someone who is seriously considering making this move, I was disappointed.

In my opinion, being a photographer is easy but being a professional business photographer is difficult because I don't have enough experience in this type of field. But after reading this book, a lot of questions that I had in mind have been answered clearly and concisely. The book is packed with information that I need to know for setting up a photography business at home. The topics about Business Planning, Financial Management, Legal Aspects, Taxes, Business Development, Marketing and Promotion, etc. are very informative. This book is recommendable to all beginners and professionals in business photography.

This book has little in specifics for a photography business. It does have lots of basic common sense advice about home businesses in general. For example, he tells you to check in the yellow pages to see who your competition will be. Also, you can get some of his information for free, such as the tax regulations from the IRS.

If you already know a lot about management and/or business in general, don't bother. Little specific to photography is in here. I am a majager and have a degree from ASU's business college, so this wasn't all that helpful. If your background isn't like mine, or you need a refresher though, this may be an excellent title for you.

This book is of little help to someone starting a home-based photography business. It is a good resource for someone having absolutely no common sense. The table of contents is the only thing you need to read and something I should have paid closer attention to before my purchase. Quite an ironic title.

A good basic place to start for a home-based business. This book got me actively thinking on my needs and desires to start a business. It covered all the important details that need to be thought through. It guided me so I would think on my own, not just tell you what you should know or do. I recommend it for someone starting a business for the 1st time.

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