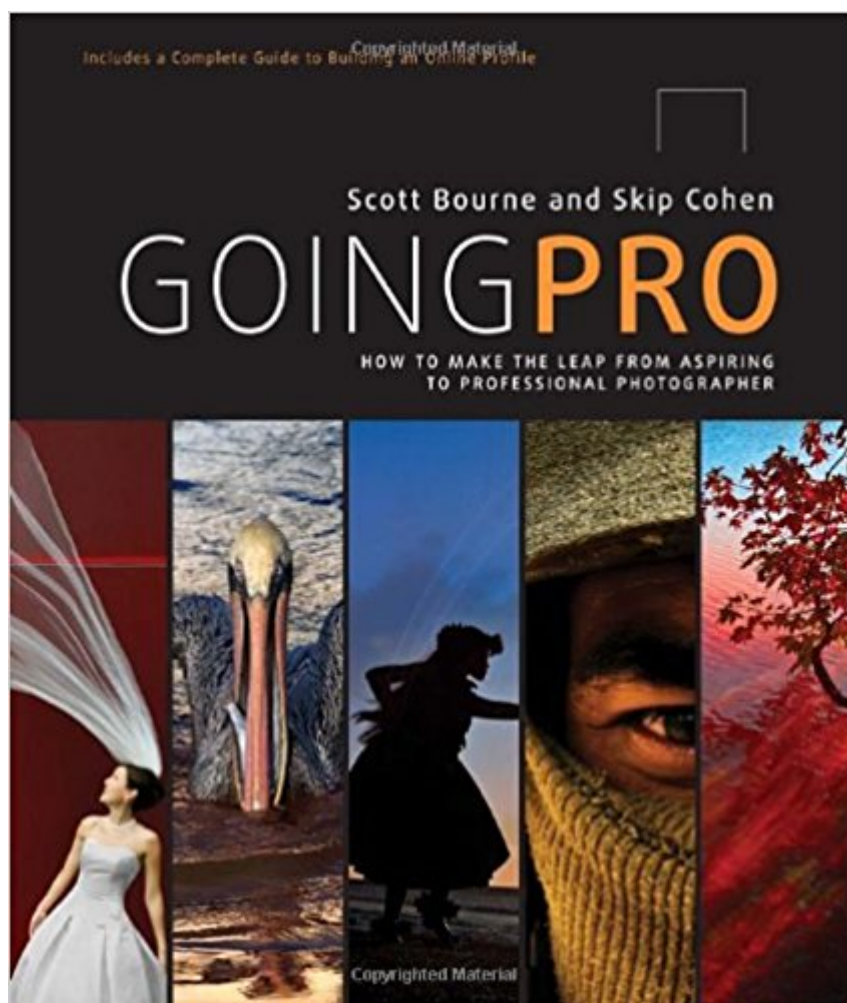


The book was found

# Going Pro: How To Make The Leap From Aspiring To Professional Photographer



## Synopsis

The essential guide to starting a successful career in any genre of professional photography. You've got the gear, the training, and the technology. You're ready to make the leap from aspiring to professional photographer. Now what? With today's affordable, high-quality cameras, Internet technology, and training, any weekend warrior can hang a shingle and open a photography business. But what then? While anyone can buy a professional quality camera, few have the skills to turn their dreams into a profitable business. Going Pro is the essential guide to leaping successfully into any genre of professional photography. Industry powerhouses Scott Bourne and Skip Cohen share invaluable advice on defining your niche, putting together a portfolio, pricing and showing your work, marketing, positioning your brand, and, most important, building an online social media platform from the ground up. Throughout, advice and tips are offered from 25 of the biggest names in the industry, including Chase Jarvis, Vincent Laforet, Matthew Jordan Smith, Jeremy Cowart, Jules Bianchi, Bambi Cantrell, Tony Corbell, Kevin Kubota, Jerry Ghionis, and more. Hundreds of thousands of photographers are already tuning in to the Going Pro podcast and blog ([goingpro2011.com](http://goingpro2011.com)). Going Pro, the book, now joins the movement, giving amateurs everywhere the confidence and tools they need to make the leap into professional photography.

## Book Information

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## Customer Reviews

SCOTT BOURNE is president and founder of Bourne Media Group, publisher of Photofocus.com,

and the #1 most influential photographer on Twitter, according to wefollow.com. His images have received more than 100 awards, and he has led more than 150 workshops and seminars worldwide. Scott is co-founder of The Professional Wedding & Studio Photographers International (PWSPI) and GoingPro2011. He has been featured in numerous publications, including Photo District News (PDN), PPA Magazine, Outdoor Photographer, and PhotoMedia. Scott can be found at photofocus.com. SKIP COHEN is president of Marketing Essentials International, a consulting firm specializing in photography projects. He is past president of Rangefinder Publishing Inc., where he oversaw Rangefinder and AfterCapture magazines, the Wedding and Portrait Photographers International (WPPI) Association, and the WPPI trade show. He is founder of Skip's Summer School and the Akron Photo Series, and co-founder of GhostRighters.com, GoingPro2011.com, and PWSPI. Skip has co-authored five previous books on photography and can be found at SkipsPhotoNetwork.com.

I enjoyed the book and I'm a fan of both authors. If you are contemplating a career in photography this book is a fun read. If you are already a pro there is not much here other than the sections on social media. The authors are very well connected in the social media world and well known for that reason. They also give a very real perspective of what the challenges are and it points you in a direction that may allow you to do additional research in order to overcome them. That said the book is veeeeery US centric. As an aspiring US photographer living overseas I can tell you that there are a lot of things here (example: copyrighting and some marketing stuff) that don't work or apply outside of the US so for that reason I took one star. I think it will serve well for the authors to mention this at the beginning of the book.

This book was recommended by another leading photographer Scott Kelby, I read this book in 4 days and have taken considerable amounts of notes. I have realized that I MUST above all else work on my photographer skills before I do anything else. Once I have my skills down I can work on implementing the ideals in this book.

This is not of much use for people actually starting a photography business ... more for people who love photography books.

Very well written, very well illustrated, if your into social media, its a very good read, lots of good advice. Lots of good advice in general....

This book contains an amazing amount of information on getting started with your photography business. I will keep this book handy and reference it often

Every thing a aspiring photographer should know.

It has some good information. It's a good book for those who aren't learning all of this through college classes. I definitely recommend purchasing it though.

This book is really good for telling you almost everything you need to know about GoPro and their gear. Pluses and minuses to everything is explained.

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