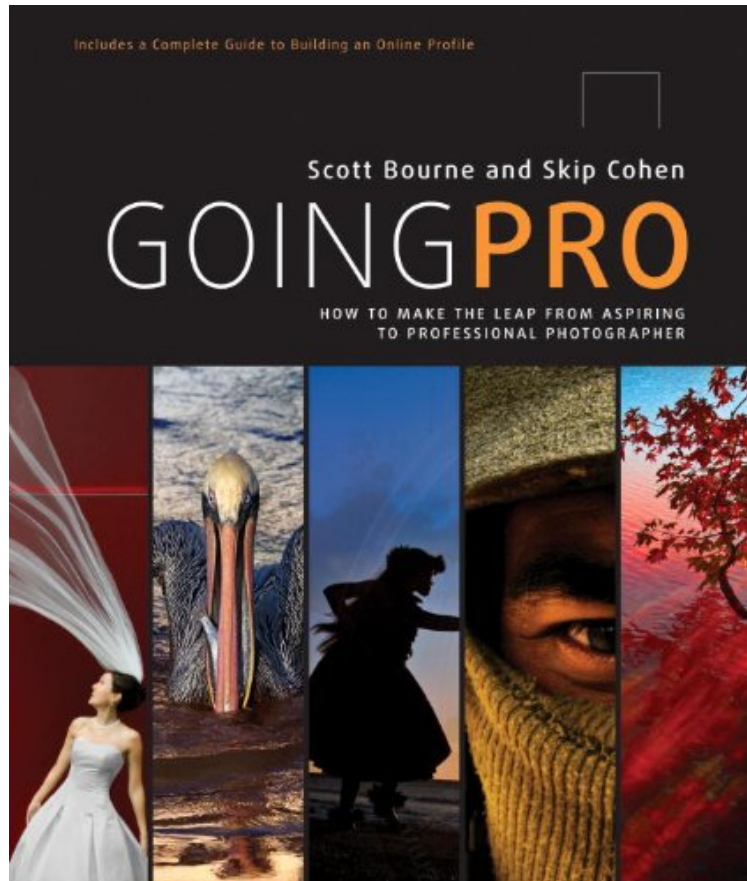


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Going Pro: How to Make the Leap from Aspiring to Professional Photographer

Scott Bourne, Skip Cohen
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Scott Bourne, Skip Cohen : Going Pro: How to Make the Leap from Aspiring to Professional Photographer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Going Pro: How to Make the Leap from Aspiring to Professional Photographer:

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). Going Pro, the book, now joins the movement, giving amateurs everywhere the confidence and tools they need to make the leap into professional photography.