



# Advertising Photography: A Straightforward Guide to a Complex Industry

By Lou Lesko, Bobbi Lane

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## Advertising Photography: A Straightforward Guide to a Complex Industry

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If you are an aspiring or professional photographer looking to break into advertising, "Advertising Photography: A Straightforward Guide to a Complex Industry" will provide you with an honest and uncensored look at this highly competitive and lucrative business. While working in the advertising photography industry can be glamorous and financially rewarding, it can also be intimidating and difficult to break into, requiring networking savvy, financial know-how, and marketing and business skills on top of photographic talent. Advertising Photography strips away the glitz and presents a candid and complete picture with solid advice to newcomers. You'll learn how to get your business started, including writing a business strategy, successfully negotiating a bid, what to expect during the shoot, post production and delivery tips, and how to properly invoice your clients. The book explores several business management styles supported by the real-world experiences of veteran advertising photographers, illustrated with stunning full-color images of the work that got them where they are today. By examining the methods and strategies used by those who have already made it in the industry, you'll learn smart business practices to apply to your own work, giving you time to focus on the creative aspects of your craft, which is what will ultimately lead you to a successful advertising photography career. Learn from the experiences--good and bad--of those who have been there! -Practical how-to tips, information, and examples from each of the top genres -Learn how to get your business started, including writing a business strategy, licensing and copyright information, creating branding for websites and portfolios, insurance and legal issues, and more - Essential industry resources for estimating and invoicing software, professional organizations, marketing services, and creative consultants

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### **Editorial Review**

#### **From the Author**

If you have a keen grasp of the obvious you've gathered that the book is about the advertising photography industry. But not from a pedantic do-these-things-to-become-successful perspective. I write about many of the stupid things that I did that you shouldn't do. There is no correct way to become a successful photographer, but there are all kinds of things you can do to tank yourself. Also featured is the work of twelve other successful photographers and their stories about how they got into, and succeeded in this fabulous business.

#### **About the Author**

Lou Lesko started shooting fashion photography in San Francisco in 1984 when he was 19 years old, and he has also worked as a successful photojournalist and commercial director. He is currently the managing editor at the National Geographic Assignment Blog. Lou is one of the founders of PhotoCine News and the founder and chief chaos master at Blinkbid Software, business software for creative professionals.

Bobbi Lane is a commercial photographer specializing in creative portraits in studio and on location. Bobbi's multi-faceted approach to photography incorporates over 30 years of technical experience with innovative artistic interpretation. She shoots primarily people on location for editorial, corporate, and advertising accounts as well as photographing "real people" and travel for stock. Her stock photography has sold worldwide for ads, posters, and billboards. Bobbi's clients include: Warner Bros., PricewaterhouseCoopers, Samsung, Bose Corp., Neutrogena, Ricon, Mattel, Maui Music Festival, McDonnell/Douglas, Sears' Tower Skydeck, and the Morro Bay Natural History Museum. She is a regular contributing photographer to both Ridgefield and Bedford Magazines. As a dedicated photo educator, she brings insight and enthusiasm to her hundreds of students every year. Bobbi's excellent rapport and communication with her students inspires and motivates, while her straight-forward teaching style reaches students of many different skill levels. Bobbi teaches at the Santa Fe Workshops, the Maine Workshops, the Julia Dean Workshops, and the International Center for Photography in New York City. She is the Chair of the Education Committee for Advertising Photographers of America, and the creator of their Successful Emerging Photographer's program. Bobbi is a Contributing Editor to Photo Techniques magazine, and author of the book, Creative Techniques for Color Photography, published by Amherst Media. Her new instructional DVD, Portrait Lighting Techniques with Bobbi Lane is available through Calumet.

### **Users Review**

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**Nathaniel Mitchell:**

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