



Selling Your Photography: How to Make Money in New and Traditional Markets

Richard Weisgrau

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Selling Your Photography: How to Make Money in New and Traditional Markets Richard Weisgrau Selling Your Photography is the road map to help photographers find their way through the complexities of the marketplace and get their images published! This insider's guide examines magazines, newspapers, books, posters, greeting cards, calendars, brochures, print and Web advertisements, annual reports, and more. Chapters cover how to: • Break into diverse markets • Shoot and sell stock and assignment photography • Find advertising, corporate, editorial, and merchandise segment clients • Work with photo editors, art directors, and communication directors • Market your photography • Develop good business habits • License and price your work • Get new clients through past publication • Make additional sales with the same photographs. Anyone who plans to have his or her images published will need this handy guide.

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