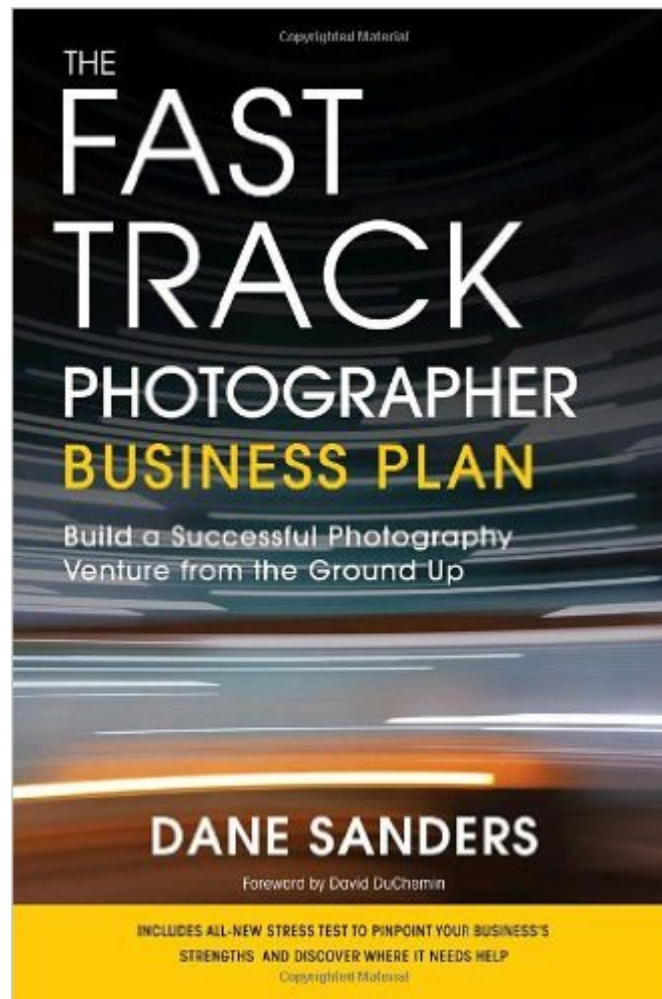


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# The Fast Track Photographer Business Plan: Build A Successful Photography Venture From The Ground Up



## Synopsis

**NEW RULES FOR A NEW BUSINESS WORLD** Thinking about starting a photography business? The first thing you need to know is that the rules have changed. Yesterday's business models have collapsed. Creating a successful business in today's "Digi-Flat" era requires a sharp new approach, one that Dane Sanders has practiced successfully and taught at Fast Track workshops and seminars all around the world. Some of the things you'll learn in this book: How to turn the very technologies that are "killing" professional photography—such as the Internet—into your tools of success—How to lead your business, not let your business lead you—How systematizing, scaling, and outsourcing are critical concepts even for a one-person business—How to radically rethink marketing, sales, and customer service for the 21st century—How to hone a creative vision that works—the most powerful step you can take as a businessperson

**The Fast Track Photographer Business Plan** is not about building a "traditional" business plan that looks good on paper and impresses investors. It's about creating a vibrant, living business plan that will help you thrive in today's digital "Wild West," where creative content is freely distributed, where no one plays by the rules anymore, and where customers have unprecedented freedom in choosing what to buy and whom to hire. It's a groundbreaking look at running a creative business. Whether you're an amateur looking to go pro or a professional whose business has stalled, Dane's practical, on-the-ground advice will launch you on the fast track to business success. Includes free access to Dane's online "stress test" to diagnose your business's strengths—as well as where it needs help!

## Book Information

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## Customer Reviews

From the minute this book arrived at my door, I was began to question whether or not I had made a smart purchase. I bought John Harrington's "Best Business Practices for Photographers" at the same time; it was a tome, giant, thick, textbook-like. "Fast Track Business Plan" on the other hand was about the size of novels I read in elementary school. However, I wanted to give it a chance, so I flipped through it and finding a couple of parts that seemed like they might be valuable, I decided to read it. As I began to read the first few chapters, I again became more suspect of the book's value. Much of the content seemed to be philosophical, rather than practical; it read more like a self-help book instead of a business text. On top of that, there were several plugs for the author's previous book and the repeated suggestion that you take the author's pDNA assessment online, which either required you buy the first book or pay \$15. These all should have been red flags, but I reminded myself that I had found areas later in the book that seemed like they would be of value, so I pressed on. Eventually, though, I came to the straw that broke the camel's back: the author revealed that he only began his photography business 7 years before writing this book (he started in 2003 and the copyright date on the book is 2010). I checked the copyright date on his first book and that was written in 2008. Could the author really have gained enough experience to warrant writing a book in only 5 or 7 years? Even if he had, would the advice remain true over in the long run, given that the author had not put it to the test for anymore than 7 years? I was extremely suspicious now. I looked up the author on Google.

As a young photographer who's looking to build a photography business, this book by Dane Sanders has been an invaluable purchase. There are many different aspects to running a photography business - from actually taking photos, to dealing with clients, to planning shoots, to hiring assistants and makeup artists, to dealing with finances - the spectrum is broad. This book, while not comprehensive, provides useful hints and tips for structuring your photo business. It won't tell you exactly what to do and when to do it, but rather it provides a model for business and a push forward that will get you on your feet. Here's what you'll find in this book: -Discussion of the current state of the photography industry - and how to leverage the benefits of digital photography and the internet to benefit, rather than harm, your business. -A solid discussion of the need for artistic vision - and a few tips on how to find it. -Basic pricing theory and guidelines for a sustainable business. -Theory behind branding. -The importance of putting the client experience at the forefront of everything you do. -Several real-life examples of photographers who have "made it". -The importance of outsourcing things such as post-processing and automating regular tasks. In the same vein, the importance of creating SOPs for a smooth business operation. (In my opinion, this is

the most valuable aspect of this book).-A rough outline of a flexible, forward-looking business plan. Throughout the book Dane also provides the reader with helpful exercises to ensure that they are actually employing, rather than simply reading about, the strategies he discusses.

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