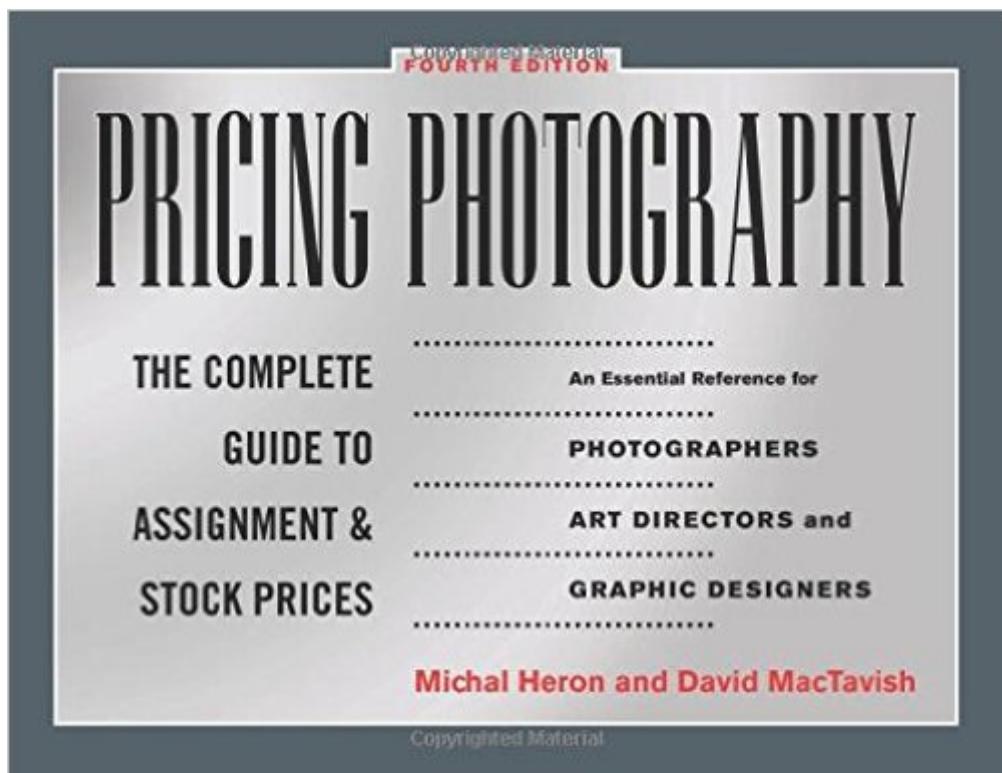


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# Pricing Photography: The Complete Guide To Assignment And Stock Prices



## **Synopsis**

Written by successful freelance photographers, this classic trade reference tool provides photographers with a wealth of time-tested information on everything from estimating prices, identifying pricing factors, and negotiating fair deals. Topics discussed include practical information on the economics of photography, cutting-edge negotiation techniques, pricing guidance for photography buyers, how to structure prices to fit any type of market and usage, how to define prices in a way that guarantees long-term profitability, and the specifics of pricing electronic media. A must-have addition to every photographer's bookshelf.

## **Book Information**

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## **Customer Reviews**

When I bought this book, I was looking for info on how to price a photo assignment for sale. The title and short abstract of the book led me to believe this would be a great reference for my purposes. However, when I got the book, the first few paragraphs pointed out that its focus was on assignment stock photography, not for pricing photo assignments in which the finished prints are to be sold to individual clients. If I were submitting stock photos to publishers, it would be a great reference for me. It gets 2 stars only because it didn't suit my purposes at the time.

I'm a professional photographer so I have experience in pricing, but until I read this book I didn't realize how much more there was to learn. I have picked up a lot of subtleties in negotiating techniques which has given me increased confidence in dealing with clients. Another plus for me

was the language rights section. By using the careful, precise language when writing an invoice I am now avoiding some pitfalls in the permissions I grant to clients. The pricing charts are a great reference so I can see where my rates fall in comparison to the national average. Sometimes I even show the price charts to my clients so they can see what a good deal I'm giving them! The book is a gold mine of information -- all spelled out in photographer-friendly language.

This is a must-have for those trying to start or run a photography business. Tells you how, not just what, to charge. Gives you words to use when negotiating assignments and stock sales. I wish more photographers would use this book. I also recommend it to my clients.

"Pricing Photography" is the perfect book to take the mystery out of charging for your photo assignments and stock sales. As a staff photographer for a university, I know my photography techniques. However, I have been wanting to branch out into some commercial jobs without being sure how to handle the business and pricing aspects. This book opened my eyes. The tips on negotiating really remove the intimidation of talking money with a client. The price charts are helpful, but it's the advice that makes the book such a boon for me -- it is friendly, practical and usable.

There are two major things wrong with this book. The first is that it focused more on stock photography prices and not how to decide how much a photography assignment should pay or be negotiated. Second, look at the date, and look at the date of these other reviews. The digital photography revolution has changed everything, especially stock photography. There's doubts whether anyone will be able to make money from stock unless they are super-specialized, turn themselves into a stock photography factory, i.e., getting a group of photographers to photograph every conceivable office scene and product--and if you turn photography into an assembly line, you may as well do something else. Additionally, photography continues to change at light speed as photoshop wizards six years ago, around 2002, were making six figure salaries, and are now charging \$10 per image because of the oversupply of trained people. If there was ever a book that needed an update, this one is it.

It was a great guidepost almost a decade ago, but everything - EVERYTHING, has changed since then. The entire business has been changed dramatically by digital photography, micro stock houses and the ongoing recession. I used to recommend this book to my students, but it's virtually impossible to do so now. Pricing photography is a virtual timepiece, a snapshot of the way the

photography business used to be.

I have been in the photography business since age 15 (23 years) and this book should be required reading, beginning on PAGE 1, of every professional photo editor, art director, designer, and photographer.

The only book you may ever need in general stock & assignment photography pricing. This is my conclusion after buying several books. Other books discuss the business but left the pricing. So this topic become "mysterious" for most photographers starting their business. Well thought and the authors are not afraid explaining their ideas in details. Very useful and serves as reference whenever you need it. For specific subject combine with other book. E.g for nature photography business, combine this book with John Shaw's *Nature Photography Business*.

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