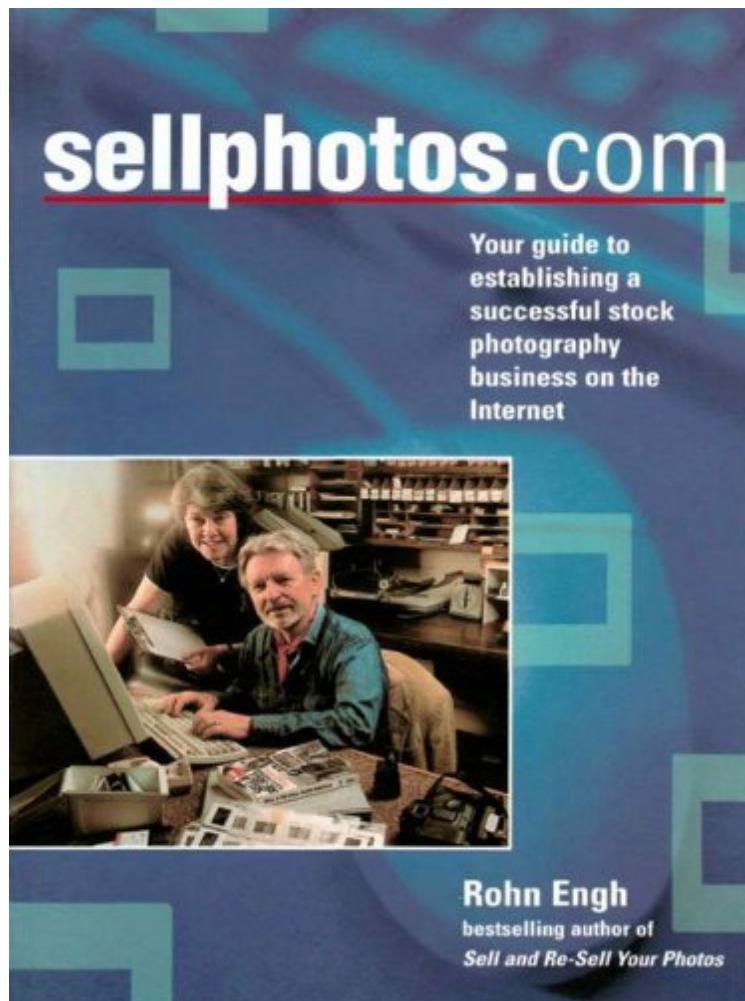


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SELLPHOTOS.COM: Your Guide to Establishing a Successful Stock Photography Business on the Internet

Von Rohn Engh

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Von Rohn Engh : SELLPHOTOS.COM: Your Guide to Establishing a Successful Stock Photography Business on the Internet before purchasing it in order to gage whether or not it would be worth my time, and all praised SELLPHOTOS.COM: Your Guide to Establishing a Successful Stock Photography Business on the Internet:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. A Must-Buy for Anyone Who Wants to Market PhotosVon Billy E. BarnesRohn Engh knows more about how to market photography than anyone else in the business. His earlier books on marketing have sold almost 100,000 copies but "sellphotos.com" is his best book yet. I'm a professional photographer with 30 years of experience in photo marketing;

I have 125,000 photographs on file, from which I receive a tidy flow of royalties. I know a lot about marketing photos but very little about how to use the Internet to my advantage. Rohn Engh's book spells it out in detail, in English plain enough for anyone to understand. I am a great believer in learning from books instead of from blind trial and error. I have at least \$2,500 worth of books how-to books on my shelf and "sellphotos.com" is the best value of any of these books. It's just as valuable to an amateur with 100 photos to sell, as it is to old hands like myself with more than 100,000. Rohn Engh has some strong (and very informed) opinions about the business of photo marketing. But you don't have to take his word for it. He has talked with a dozen or more leading photographers and/or marketers in the U.S. and Canada, and in "sellphotos.com" he gives you case histories on the secrets of their successes in Internet/Web marketing. The detail in the book is amazing. The last 46 pages of this 276-page book are worth twice the price of the book. Those final pages contain a wealth of phone numbers, web sites, and Email addresses that help the reader find sources of the software, hardware, and information you need, to get on the web and sell those photos. If you're ready to get out there in the cybermarket place and make some money with your photos, "sellphotos.com" is your road map. If you're not sure whether you're ready, "sellphotos.com" just may inspire you to jump in and get your feet wet, and tell you how to do it with minimum investment.

0 von 0 Kunden fanden die folgende Rezension hilfreich. Hands-On Advice for Internet Photomarketing Von Laurence E. Caine Rohn Engh, best selling author of "Sell and Re-Sell Your Photos", has written the first comprehensive guide for the stock photographer desiring to market photos through the Internet. This newly published book will not only help the stock photographer understand what does and does not work with the Internet, but saves time by focusing their efforts for maximum results. The book is highly specific, carefully researched, with countless examples. Many photographers, this reviewer included, have become involved in this industrial transition by purchasing digital equipment, but feel they're making it up as they go. The author's text serves to clarify how to take advantage of this emerging market opportunity, showing how small stock photographers can now compete with the major stock houses, without major capital outlay. I would encourage readers to pursue Sellphotos.com as the first comprehensive work on photomarketing with the Internet, with every bit of the solid advice that has made his first book the recognized "bible" for independent stock photographers since 1981.

Kurzbeschreibung Imagine how much business you could generate if photo-buyers could locate and access your images twenty-four hours a day, seven days a week. Even better, just think of the time and expense you would save if you could sell your images right on the Internet and send your work electronically to a limitless number of prospects. Now you can. With sellphotos.com, it's as easy as point to click! Even if you're new to the world of cyberspace, this guide makes it simple. It begins with the very basics of the Internet and how it can work for you. You'll learn how to create your own webpage, promote your site, and transact business and much more: Learn basic hardware/software requirements for leaping onto the World Wide Web Assess your photos and determine your specialties Sell stock photos and determine your specialties Attract photobuyers, editors and art directors to your site Create a virtual portfolio potential customers can access online Price your work appropriately and negotiate good deals Protect your copyright and guard against Internet thievery Within a matter of days you can revolutionize the way you do business. Utilizing the Internet, you can sell directly to a range of buyers and complete successfully with big stock agencies for BIG income. Take advantage of technology. With your camera, sellphotos.com and your computer, you have everything you need to get started.

Kurzbeschreibung Imagine how much business you could generate if photo-buyers could locate and access your images twenty-four hours a day, seven days a week. Even better, just think of the time and expense you would save if you could sell your images right on the Internet and send your work electronically to a limitless number of prospects. Now you can. With sellphotos.com, it's as easy as point to click! Even if you're new to the world of cyberspace, this guide makes it simple. It begins with the very basics of the Internet and how it can work for you. You'll learn how to create your own webpage, promote your site, and transact business and much more: Learn basic hardware/software requirements for leaping onto the World Wide Web Assess your photos and determine your specialties Sell stock photos and determine your specialties Attract photobuyers, editors and art directors to your site Create a virtual portfolio potential customers can access online Price your work appropriately and negotiate good deals Protect your copyright and guard against Internet thievery Within a matter of days you can revolutionize the way you do business. Utilizing the Internet, you can sell directly to a range of buyers and complete successfully with big stock agencies for BIG income. Take advantage of technology. With your camera, sellphotos.com and your computer, you have everything you need to get started.

Synopsis A guide to setting up a Web site that can be used to sell photos across the Internet. After a discussion of the basics of the Internet, the author discusses how to create the page, promote the site, and transact business.