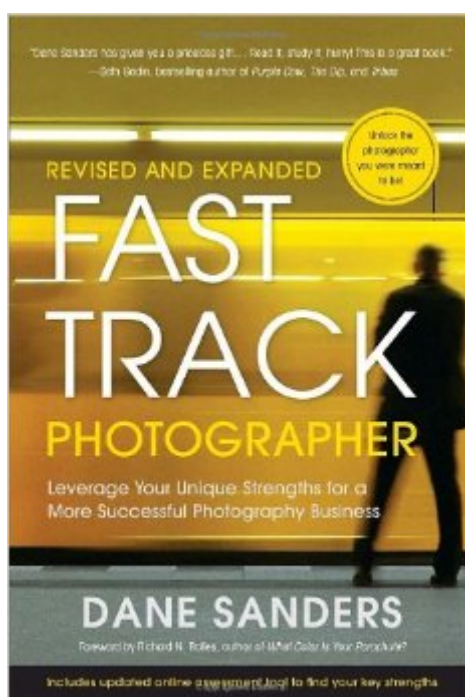


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# Fast Track Photographer, Revised And Expanded Edition: Leverage Your Unique Strengths For A More Successful Photography Business



## Synopsis

Become the professional photographer you were meant to be. Competition in the photography industry has never been fiercer. But in this empowering guide, acclaimed photographer and speaker Dane Sanders reveals that the key to success is to stop worrying about what everyone else is doing and start focusing on your most powerful resource: you. Discover how to: Use your unique skills and talents to carve out a niche all your own. Avoid the mistakes most photographers make. Choose a business style that fits the way you want to spend your time and live your life. Fast Track Photographer is not just another how-to book—it's an entirely fresh way of thinking about your business, whether you're just starting out, or an industry veteran wondering why all your hard work isn't working. If you want to build a competition-proof creative business in the twenty-first century, it's time to throw out the old rulebook and get on the fast track! Includes free access to Dane's popular self-assessment test (a \$20 value) to jumpstart your journey!"I can't think of a better way for anyone to start their professional photo career than to read Fast Track Photographer." —Scott Bourne, publisher and host of Photofocus.com "As much about finding out who you are as it is about how to become a truly great photographer. Highly recommended!" —Amit Gupta, founder of Photojojo.com "This book is worth its weight in gold." —Gary Fong, photographer, author, and creator of the Lightsphere "The best resource for today's photographer" BAR NONE! —Scott Sheppard, host of Inside Digital Photography

## Book Information

Paperback: 240 pages

Publisher: Amphoto Books; Revised, Expanded ed. edition (May 18, 2010)

Language: English

ISBN-10: 081740001X

ISBN-13: 978-0817400019

Product Dimensions: 5.5 x 0.5 x 8.2 inches

Shipping Weight: 7 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars See all reviews (94 customer reviews)

Best Sellers Rank: #129,780 in Books (See Top 100 in Books) #18 in Books > Arts & Photography > Photography & Video > Business & Careers #166 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Reference #35144 in Books > Reference

## Customer Reviews

The budding professional photographer has a library of photography-related topics available in book form: technical ("Understanding Exposure"), business ("Best Business Practices for Photographers"), inspiration (name your favorite photographer coffee book), and now motivational ("Fast Track Photographer"). Honestly, if you've ever been to a photography workshop or seminar, you soon find that they are more about motivation than they are about sustainable learning. The same applies to this book: Mr. Sanders' book covers all the usual motivational subjects (be a brand, be unique, build your business from you and not a product like a photograph) and cheerleading without you needing to book a single hotel room at a workshop. In doing so, other topics such as inspiration and business lightly get glossed over as well. But that is also the problem - it's a slim book and it's mostly about using his evaluation test to determine how to develop the 'you' in the photographer. That means there is a lot of rhetoric and not as much meat. I don't know how much is really relevant since the people he uses as inspiration examples all established themselves before the digital revolution took off in the last two years. Certainly, they did not have to compete in such a saturated market. Those with a business or marketing degree will likely already understand and utilize the concepts. For everyone else, Sanders glosses over a few hard marketing and branding topics in a very easy and friendly manner without all the business double speak. Since so many are starting businesses without even a small fundamental understanding of sound marketing and business practices, there is a strong need for this book in those photographers' libraries.

I'm still in the process of reading and digesting this book and while I'm pretty wary of "career" books (most of them are written by people who have never actually done what they're talking about) Dane Sanders is actually a very talented wedding and portrait photographer and so he's succeeded at what he's writing about. (Interestingly, by the way, he didn't become a photographer until he was 35.). Also, I write books about photography and have been a photographer for about 40 years, so usually anyone promising a "fast track" to a profitable photo career is either a huckster or, again, someone who has never done it for a living. But Sanders is not a huckster and he does do it for a living--so again, there is some authority behind the book. Still, being a photographer is tough enough, making a career out of it is much tougher so when I come across a photo-career book, I tend to look at it askance. What I'm trying to say is that I approached the book with a fair degree of skepticism. But one of the points that Sanders makes in the book (Chapter 2: "The Power of Choosing Your Own Adventure"), and the one that caused me to give him more credence as someone who had something very worthwhile to say, was his very good advice to enhance the

things that you are already good at rather than trying to fix all of the things you're not that good at doing. This is such fantastic (and rarely offered) advice. For example, I'm a travel photographer by trade and I realized, after a lot of frustrating years of trying to be all things to all clients, that what I was good at was revealing the soul of a place--period. (No doubt because I love to travel so much.

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