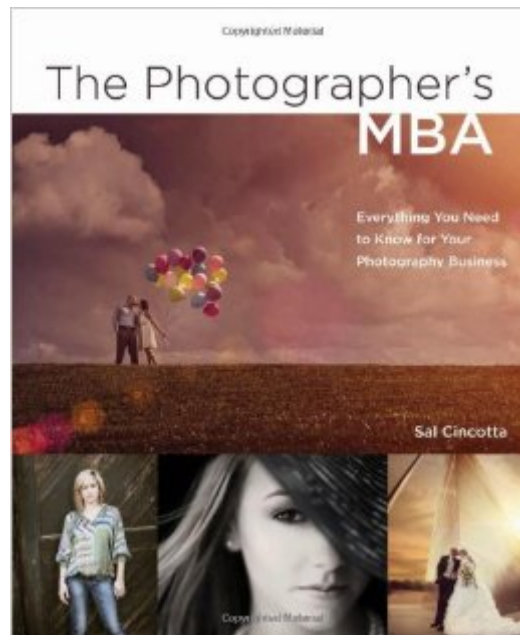


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# The Photographer's MBA: Everything You Need To Know For Your Photography Business



## Synopsis

If you have finally taken the leap with your photography and gone into business—or if you are considering it—*The Photographer's MBA* will prove a helpful guide in navigating the often confusing and occasionally frustrating territories of business, marketing, pricing, and contracts. Photographer Sal Cincotta, who runs a highly successful portrait, senior, and wedding photography business, deftly leads you through the other 90% of the job of a photographer. In this book, you will:

- Consider what kind of business entity is best suited for you, such as a sole proprietorship, S-Corp, or LLC
- Learn about the critical importance of both business plans and marketing plans, and how they will help you reach your short-term and long-term goals
- Understand branding elements and how to define your own brand so that you stand out from the crowd
- Assess your social media strategy to optimize your presence online, and learn about search engine optimization (SEO) to increase your findability
- Tackle costs, pricing, and contracts (including copyright and model releases)

At the end of each chapter, Sal offers a Next Steps section, containing exercises that challenge you to actively implement the overall lessons in the book. By helping you create a solid plan, a strategy you can implement, and a vision for your business, *The Photographer's MBA* gets you well on your way to creating and sustaining a photography business that will grow and succeed for years to come.

## Book Information

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## Customer Reviews

As one of the previous reviewers stated, I also really wanted to like this book as well. I'm an Elite

Member on Sal's Behind the Shutter website and also bought his Complete Senior Photography package for \$499 plus attended one of his seminars. I will point out the shortcomings of the book and let the other reviewers tell you the good stuff. I guess I should have been forewarned when the information on the book states that it's 191 pages. I read the book in one sitting and bought the Kindle version. This was not really an MBA on photography but more of an introduction/freshman class. Think of this book as MBA Cliff Notes for the photographer. I'm all for concise information on subjects but when the author says consult an attorney, that's too concise. I graduated college with a business degree and worked in a corporate environment for 18 years before moving into the photography business so I had a business and marketing background. For a new photographer looking to get into the business, this book will leave them wanting for more info. The chapters are too short and there are much better books for someone interested in the business side of photography. As I sit and write this review, even the title is entertaining, *The Photographer's MBA: "EVERYTHING" you need to know for your photography business*. Trust me, this book is not all encompassing as it contains only nine chapters. It's more of a Tony Robbins motivational book about running a photography business than an actual MBA book on running a photography business. A better name for the book would have been *The Photographer's Guide to Marketing, Sales and Social Media*.

It passes through the mind of many people who take good photographs that perhaps they should do this as a profession. But photography business is a business, different from photography, and it would be useful to understand how it works before undertaking such a business. Enter Sal Cincotta with *The Photographer's MBA*", subtitled grandiosely "Everything You Need to Know for Your Photography Business". The book has chapters on selecting a business entity, business plans, branding, marketing, social networks, costs and pricing, contracts and finding one's niche. Unfortunately this book just skims the surface of all of these subjects and has no depth. For instance, although Cincotta includes a brief discussion of a business plan, he doesn't provide an example. He tells the reader that the plan must include financial projections and then drops the subject. Yet I consider this one of the most important parts of running a business. Many people can figure out the cost of goods, but a good financial projection has to be based not just on costs of goods but on how much the photographer must include to support himself. In fact, working backwards from this, a photographer might find the sales required to generate enough income to be so huge as to discourage a person from doing this professionally. Consider his discussion of contracts. He emphasizes the importance of having a contract with customers, but doesn't

provide an example of such a contract. (Many other books are available that provide annotated versions of such contracts.) Or consider that that he recommends a corporate form to protect oneself from law suits, but neglects to mention that insurance is also important to protect the photographer.

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