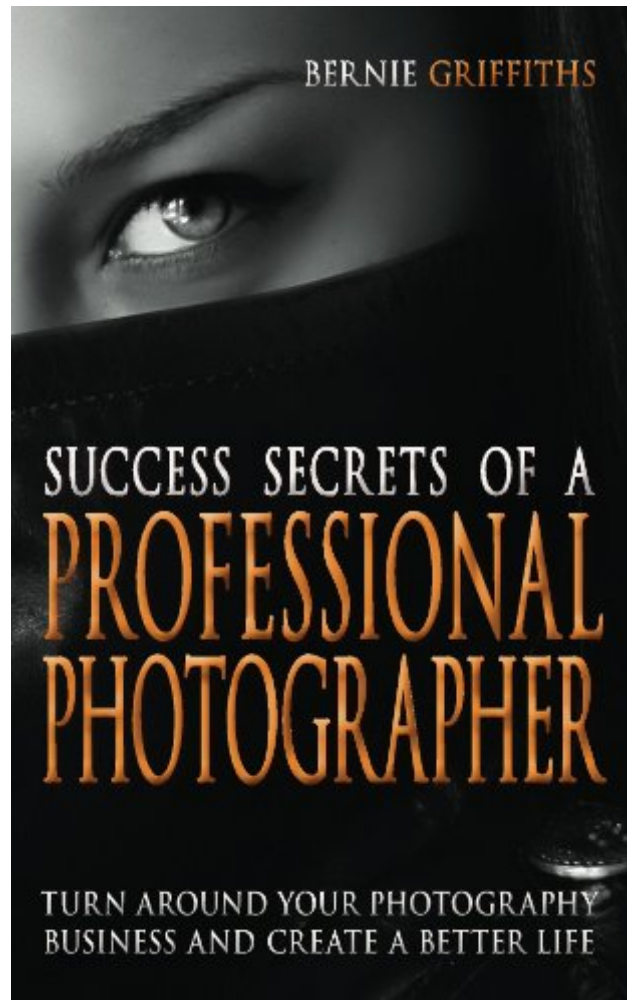




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Success Secrets Of A Professional Photographer



Synopsis

Bernie Griffiths has owned a wedding/portrait business for over forty years. While still photographing weddings and portraits, his passion now is in teaching and consulting with photographers, to help them fast track their businesses. Running a successful photography business has changed rapidlyâa totally new approach is needed to keep up. Bernie Griffithsâs new and ground breaking plan to succeed in todayâs tough business environment isnât filled with theory and fluff. It sets out to guide, with proven systems, a sure way to create success and fulfilment in your business. Some of the things that you will learn in this book:âHow to create a good work/life balanceâFinding your niche marketâHow to rethink marketing and salesâUnderstanding the correct pricing strategyâHow to take control with an action plan

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Customer Reviews

Bernie has written a book that every photographer can learn from, whether a newbie or a pro. Everyone will find something that will help them along the way. I love the examples he has given and even used some in my own business. Well done Bernie!

Bernie's book is of value to photographers at any level of their profession. With easy to digest, accessible information, Bernie unlocks & simplifies even the most difficult aspects of running a photography business. I found this book not only full of useful knowledge, but inspirational as well. I'm sure I'll be turning to it again in the future, whenever I need a reminder to shake things up & keep moving forward!

Thanks Bernie, great book you have inspired and motivated me to look at my business in a different way.

Not enough "meat" in this book. More of a sales pitch for his consulting services.

Great Book

I picked up something very special from my mailbox yesterday. The book sat on my kitchen table for the afternoon while the kids running around demanding food, play and attention. I couldn't wait for them to go to bed. They had to be in bed much earlier last night. I read about 60 pages without a stop. It's a brilliant read and full of relevant and up to date information. I felt like the book was written for me, specifically and I'm sure many out there will feel the same. Can't wait to go through the rest. It's very inspiring and eye opening. This book sure will be my mentor to refer to in the coming months and years. Thanks Bernie, for putting it together.

There are many so-called "How To" books around but this one by Bernie Griffiths is The Real Deal. My photography business was "kick-started" by attending Bernie's seminars and referring to his notes over 20 years ago. I am still in business today thanks to Bernie's mentoring and solid advice. This book is a step by step instructional which actually works provided the reader adheres to the methods therein. Bernie guides the reader through from setting up a photography business to management, systems, marketing and the all important sales techniques that can be life changing. Bernie has mentored some of Australia's most successful photographers one of which who ended up running studios both here and in the USA. The depth of knowledge in this book reflects not only the years of hands on working in his successful wedding and portrait studios, but the many tried and true systems Bernie employed. Not to be one who dwells in past glories, Bernie has always embraced the ever changing trends and technology in the photography industry and is an industry

leader. This book is a must-have for anyone who wants to either realise their passion and start a photography business, or for those who want to move forward and grow their business.

There are many people interested in photography and turning professional today, and there seem to be almost as many experts willing to guide them along the way! However, to my mind, to be successful in business means being able to stick it for ten years or more. It's easy to start a business and make a little money in the first year, but much harder to establish a business that provides for you and your family for a decade or more. So with those thoughts in mind, I'd like to recommend Bernie Griffith's book. I know Bernie. I've attended his seminars. I've read his book. He is a straight shooter, telling people how it really is and his book is a great educational insight into what it takes to be a successful wedding and portrait photographer. I liked his introduction about his earlier life, but the best value comes from all the little hints and suggestions. No, he hasn't included absolutely everything he knows about business - that would take a much larger book - but if you're looking for a guide to professional photography, this is a great place to start. Highly recommended.

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