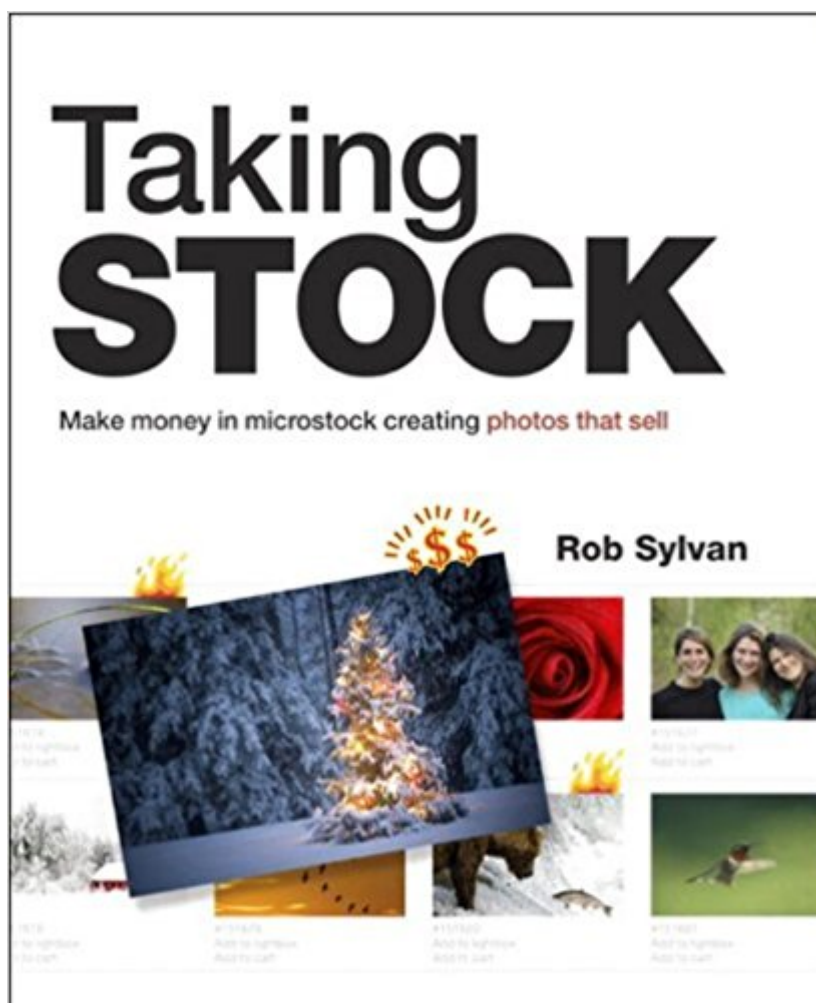


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# Taking Stock: Make Money In Microstock Creating Photos That Sell



## Synopsis

The ultimate insider guide to creating stock shots that sell from a veteran iStockphoto inspector An iStockphoto inspector since 2002, author Rob Sylvan has spent nearly a decade as part of the team that decides which photos get sold on one of the largest, most popular microstock sites in existence. Heâ™s also made tens of thousands of dollars off of his own microstock photography. As a result, no one knows better than he does what it takes to get your photos accepted to stock sitesâ”and what to do to make those photos sell. In Taking Stock, Rob shares his hard-earned insider knowledge on how to shoot, edit, and tag photos so you can earn while you learn, regardless of which microstock agency youâ™re using. Â In this book, youâ™ll learn how to look at the world through the eyes of designers, photo editors, and stock photographers. Youâ™ll also learn the importance of focusing your energy on creating stock content that resonates with your passion for photography. But we all know time is money, which is why Rob explains how to set up an effective digital workflowâ”the real key to making money in the high-volume, low-cost microstock market. By the end of this book, youâ™ll look at your work with new eyes, enabling you to make more money doing exactly what you love: shooting photos that sell. Â You will learn: How to license photos as stock What photos are in demand The components of a successful digital workflow How to use titles, descriptions, and keywords to give yourself an edge Specific tips for shooting food, people, places, nature, objects, animals, and more Editing techniques that will make your shots sell

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## Customer Reviews

I recently purchased Rob Sylvan's book. His explanations of the cause of stock photo rejections was very clear and useful, and helped me make sense of the boilerplate rejection responses that so far, far outnumber my acceptances. Utilizing 3 separate pieces of information gleaned from the book, I was able to turn my latest 3 rejections into acceptances. More than just the euphoria of this sudden success is the hope that I can now plan more ambitious photos, without the despair of feeling doomed from the start. Well worth the money spent, and hopefully earning it back even as we speak. - Schnoodle on iStockphoto

This is an easygoing personable and well-written book, that gives a broad outline of stock photography, with a particular focus on 'microstock' - shooting photos for sites such as istockphoto. It's written in a friendly style, and the various pages featuring information about current stock photographers and their successes are a bonus. The layout, design and print quality are excellent. However, the book tends to focus a bit too much on a particular software workflow, namely Photoshop (and Photoshop Elements) and Lightroom - which is fine if you use these products. I happen to use other software and so several sections of this book were irrelevant. These sections could perhaps be best put into a separate book. But overall, I was happy with my purchase and learnt a lot about the industry and the kinds of photos that 'sell' on microstock sites. It is aimed at the beginner, and that's fine.

I see various reviews of this book so I wanted to share my 2 cents. I just finished the book, and there is no "magical secret" to photos passing through inspection. This book lays it out plain and simple what is required for technical inspection purposes, and also notes the other things you need to have right....concept, composition, etc and discusses them in enough detail that you should be able to take the info and run with it. I used to complain that top stock photographers knew the "secrets" of taking great people shots but it all boiled down to me being willing to work hard to learn

new things.... for me it was mostly lighting techniques, which is the biggest non-secret "secret" of all. Well, once i quit complaining and changed my attitude things started moving quite well. Likewise, the outcome of this book is going to depend on your attitude towards looking at what you have done in the past, and how you will change for the better to move into the future. Bottom Line: Buy the book, buy the message that the book delivers, and become someone great that people look up to and admire. I read the book and now I'm about to "Take Stock"....

I've read a lot of stock photography books and I would recommend this at the top of my list! Very informative about Lightroom and how to keyword your photos as well. Great book!

I have been an IStock photographer for 3 years now, have had countless rejected files and this book provides insight. The author is a IStock photographer and inspector, he also teaches Photoshop so he knows what he is talking about. I'm only on the 3rd chapter but have learned a ton already.

I was hoping that this title would be a little more targeted toward the prosumer or pro shooter. A lot of the information is geared toward a person without a good deal of photographic experience. I was also hoping that it would have more "insider" info on the inner workings of iStockphoto as the advertisement says that the author was an image judge at iStockphoto. That said, it was worth reading.

Well written, easy to understand and practical tips to put into practice

I am learning a lot from this book. I think it will be very beneficial.

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