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Give your photography business an edge with these professional insights There are already more than 150,000 professional photographers in the U.S., according to Department of Labor statistics, and thousands of serious amateurs are continually seeking to become established.

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Whether yours is a new or long-standing photography business, you have plenty of competition.

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**Guide ...**

“Photography Business

Secrets,” by Lara White

is a great resource for

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any photographer looking to grow their business. With just a few weeks left before the end of the year, I find myself deep in my annual wrap-up ritual. I don't like carrying stuff over from December into January if I can avoid it.

**"Photography Business Secrets" a review**

Photography Business Secrets: The Savvy

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to Sales, Marketing,  
and More Paperback -  
Mar 16 2013 by Lara  
White (Author)

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**Photographer's ...**

This week is the official  
launch of my brand  
new book: Photography  
Business Secrets: The  
Savvy Photographer's  
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Of course, I couldn't be more excited! This project is the culmination of many, many months of hard work.

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## **The Savvy**

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There are already more  
than 150,000

professional

photographers in the

U.S., according to

Department of Labor

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It's because they don't know enough about

photography business marketing. Or they

failed to market in the right way. There is a lot

you can do to make your name known and

attract clients to your photography business.

Read on for 10



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rating — 62 ratings —  
published 2013 — 6  
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**Lara White (Author**

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Your brand is how clients see your business, and it permeates through all parts of your business. Every touch point in your business is a part of your brand—from your email signature, website, and product packaging, to the way you dress, how you answer the phone, your reputation, and your visual style. Read the

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full Chapter 6 here.

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Photographer's Guide

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put her art, education  
and culinary  
backgrounds to use  
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**For the Secret Service, a New Question: Who Will Protect ...**

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within 25 miles. 2 miles

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