

## How Photographers are Making Money Today | Scott Kelby

What if you don't have a website?by Furhana Afrid on Jun 20

You can either create one for free at [portfolio.adobe.com](https://portfolio.adobe.com), or pay for services like slickpic.com, [smugmug.com](https://smugmug.com) or [squarespace.com](https://squarespace.com)

I wish there had been a session for food photographyby Furhana Afrid on Jun 20

We have LOTS of great, in-depth food photography online courses on KelbyOne.

What are some markets for selling your own books? by Marianne Dent on Jun 20

[Amazon.com](https://amazon.com) has a self-publishing option, including print-on-demand that is fantastic.

Apparently I missed #22. My notes go from #21, Create photo guides, to #23, Workshops and Teaching. What did I miss?by Barb from Baltimore on Jun 20

#22 was to create photo guides. #24 was creating photo books. and #25 was entering photo competitions.

Is Art festivals and craft fairs a separate item from exhibitions and galleries? If not I only have 24 items in my list.by Barb from Baltimore on Jun 20

Well, actually they are listed together under "Exhibitions and Galleries" as #14.

## The Headshot Photography Business | Peter Hurley

What would you recommend for pricing if the shoot is for multiple people, like a small business where owner wants head shot and head shots for each of their team?by Susie Quinn on Jun 21  
I do a location fee to go there and a fee per individual based on the amount of people and then an image fee. You can see mine and my assistants here: <https://peterhurley.com/rates/corporate-groups>

what is difference in headshots and portrait photographyby natlie on Jun 21

To me, headshots are close-up portraits, but usually have eye contact into the camera and are used for personal branding purposes. They should be taken close up of the head and showing only shoulders and down to the middle chest area at the most.

Peter, how did Covid affect your business & how did you adapt?

It stopped it completely but since I have multiple sources of income I was able to work and keep the studio doors from closing. Very fortunate that way.

Peter, you promised the light recipe but never gave it. Also, all we got was pricing, how can we price without a product? I expected more "how to" and didn't get that...by dave mckissick on Jun 21

Well Dave I have to say that you and I were both being optimistic if we thought I'd be able to add a complete "How to" lighting element to a money making class in an hour. My triangle and key, fill, kick lighting setups are very prevalent out there and there's a new class on Kelbyone where you can see it in action, so hit that! As well as my youtube videos from B&H and Westcott showing the setup, Plenty for you to see and if you still want to get serious about your lighting and specifically headshot photography then check out [www.headshotcrew.com](http://www.headshotcrew.com)

## Passive Income for Photographers | Rick Sammon

Can we get a link to the pdf book?by Joe on Jun 21

It will be available as a download with the replay link :)

Hi, Rick - I've been following you for years and really have learned so much from you. Knowing how diverse your portfolio is, do you have recommendations for macro photographers to make money?by Victoria on Jun 21

Maybe contact a local botanical garden and see if you can lead workshops.

How do you get a sponsor?by Carrie on Jun 21

Writing books helps. It took me 30 books before I had a sponsor. Having a big social media following helps big time.

What is the difference between a sponsors - verses Ambassador programs?by Ariel on Jun 21

They are somewhat similar... Canon Explorers of Light, for example, are sponsored by Canon.

Where do we find the PDF?by John on Jun 21

It will be available as a download with the replay link :)

Rick, great course, thank you! If wanting to contact software companies about joining their affiliate program, how does one know who to contact rather than email On1.com (for instance)? by Deb on Jun 21

You can go on their web site and look for affiliate program.

Rick how do you get affiliate links? I want to write in my blog my experiences with products, but not sure how to link to the productby JohnEsposito on Jun 21

Once you sign up for an affiliate program, you get a specific link. You copy and paste that link, or make a bitly link from that long link.

Do you have Tips on getting traffic on the website?by Ariel on Jun 21

Post on social media a lot.

process question, do you start with blogs and website and then share those on social media or the other way around?by Ariel on Jun 21

Start with blog!

Can we get the names of the two books you referenced at the end under the "crowdsourcing" section please so we can check them out? by David D on Jun 21

xMacro Photography: The Universe at Our Feet and Sacred Nature 2: Reconnecting People to Our Planet

Rick - I'm looking for the Photo Therapy group on Facebook, but can't find it. Is there a specific group name I should be looking for? Thanks!by Rachel N on Jun 21

[https://www.facebook.com/groups/190361645584015/?fbclid=IwAR2fzr23W4BCHntFssy-uOjjKpz-dmRU5Q-LYjNIOLcCBMrjdeZCszybn\\_c](https://www.facebook.com/groups/190361645584015/?fbclid=IwAR2fzr23W4BCHntFssy-uOjjKpz-dmRU5Q-LYjNIOLcCBMrjdeZCszybn_c)

## How To Make Money with Sports Photography | Rob Foldy

how do you compete with photographers at the high school level who give away their images to the school/team for free?by Kevin L. on Jun 21

That's a tough one. In my experience, high school's don't have a ton of money to pay you directly. However, recruiting is a huge industry. High School players become college players, who become professional players. Imagine if you had fantastic shots of Tom Brady from high school! I'd recommend making the best images you can, focusing on prospective college recruits, and making them available for purchase on a stock image site. You can also try selling directly to students/parents for either social media or yearbook pages. You can also develop a great portfolio and use that to get paid gigs at a higher level.

Great info, Rob! Many thanks. Question: What hardware (Sony, Cannon, Nikon) do you primarily use?by Doug Talbott on Jun 21

I've used a bit of everything over the years. These days primarily Nikon, but also have a Leica and rent other gear for certain situations. It's not about the camera, it's about the photographer. The best camera is the one you have in your hands.

## How to Get Noticed and Sell Your Work | Scott Kelby

Question for Scott Kelby. In the Pre-Conference you dealt with 25 potential ways to make money. Unless I missed something, there was/is no slide 16. I just reviewed the replay and can't see it. by Robert M on Jun 21 (edited)

Holy cow - you are absolutely right. I completely missed #16, so I guess it's really "24 ways now." Sorry about that. My fault.

Scott - Should you sell (or not) full size/quality digital files (not referring to stock)? Why or why not...

They have requirements for what they will accept, and for the most part, they want high res images (and I don't know what you have to gain by offering them less than your best quality).

does your portfolio link to your smug mug site for selling? also you say 24 pics for portfolio, but do you put more than 24 on your smug mug for selling? by Scott Loeffler on Jun 21

Hi, Scott. Yes – I would set up a PART of your portfolio to link to SmugMug, but as I mentioned in the class (or maybe the pre-conference class), you only want to start with a limited amount of images for sale, maybe four or five, and then every six weeks or so you release a new single image for sales. That's where most of your sales will come. Don't put all your images up for sale at once.

Scott, you used to hawk websites by SlickPic. I don't see you doing that any longer. Are you not big on them any longer? by Dan on Jun 21

I am big on them and mentioned their site in my pre-conference session. They are the folks who host my portfolio, and I'm delighted with them. :)

How do smugmug / zenfolio handle returns? You'd hope people would like the work because they self-selected it. But certainly there are returns. Who eats the cost? Do you pay back the fee? by Craig Nowicke on Jun 21

Hi, Craig. Thankfully I haven't had to deal with that problem personally so far (hope that didn't jinx me), but you could include in your terms that sales are final, except for issues with the printing.

When I went to set-up my SmugMug store, I had challenges with the print size and to make the images within the standard print sizes. I learned to shoot for magazine printing vs. specific print sizes by Holly Elmore on Jun 21

Hi, Holly. I choose digital print sizes for my images so I don't have to crop my images for prints (so, for example, I would choose 16x24" prints instead of 16x20 which is a standard traditional film print size). It might depend on who you pick via SmugMug as your print lab, but I believe they all offer print sizes that match your digital camera, as well as the old-school film print sizes as well.

How much are Google ads? by Marianne on Jun 21

That's like asking, "How much is a car?" LOL!! ;-) Just kidding. It depends. Often it's an auction-style where you're bidding against other people who want that same position in the search rankings, and the person that pays the most gets the most ranking. A quick search will get you started on pricing, but it probably depends on the search term you want to show up under, and the popularity of that search term (the whole supply and demand thing when it comes to pricing).

Scott with IG going more to Reels getting away from photos how do you still get noticed by JohnEspo on Jun 21

Just add Reels to what you're already doing to increase your overall visibility (also, these things tend to go in phases – they're all hot on Reels right now, but in a few months it will be something else and they won't care nearly as much).

They recommend doing four to seven reels per week for maximum overall exposure.

How many hashtags do you recommend for IG? by Carrie on Jun 21

I would say six or seven are probably ideal (though I often include way more than that, probably to my own detriment, but supposedly less is more).

Scott - I am puzzled...are you suggesting having a number of different websites/portfolio/instagram sites? by Rob-Edmonton AB on Jun 21

That depends if you're trying to get a specific work. If you're looking for portrait work, don't post a portfolio with portraits, food photography and underwater shots. It decreases your chance you'll be hired for any of them. If people want a food photographer, they hire a photographer who specialize in food – not one that does food part time, along with underwater and portraits. So yes – the consultant I hired told me straight up – if you're looking to get hired, you need to create a separate portfolio for that line of work.

Scott is it better to remove non topic photos from IG or crate a new account by JohnEspo on Jun 21

I went and removed my non-topic photos when I made a serious effort to just focus on travel.

do you recommend biz insta? does it get noticed more? does it deter? by Charly Becoming on Jun 21

Hi, Charly - I think it deters honestly. I think it flags you as someone who is now willing to pay for exposure, so they limit your organize exposure. I don't have proof, but that's what I believe.

Do the ads on Facebook go to people on Instagram too?by Marianne on Jun 21

You get to choose if you want them to also be fed on Instagram as well, or just on Facebook. They also show you a preview of how the Instagram ad will look when you create your FB ad.

so we should have separate websites for portraiture and fine art photography? One marketing person suggested I use my fine art posts to lead people to my site where they will see I do portraits too.by Tammy on Jun 21

The consultant I hired (and she's one of the top pros on this topic), said I needed to keep the two completely separate.

How many of these technique require making portfolio-level work regularly? If we're trying to make some additional cash from our photos it's not always possible to be creating images every day (or eveby Jon on Jun 21

Go back and watch my pre-conference session where I talk about prints as I discuss this topic in detail.

Scott: If you are drop shipping one of your prints from your website, what are you doing to identify it as your work since signing the print isn't an option (ie do they include certification etc)by Bob from South Tampa on Jun 21

You can include a digital version of your signature on the print as part of your layout. You also usually have the option to add additional info like author and stuff like that on the back side of the print (depends on the print lab but most do offer this option).

How do you figure out the best time of day to post on IG and Facebook? I've tried all different times and nothing seems to make a difference in reaching people.by Carrie on Jun 21

That is part of what's tricky about all this. You can read a dozen different articles, and they all will essentially tell you to keep testing and find out which time works for YOUR audience (which is why it's hard for anyone to tell you the best time). Mine seems to be really early in the morning – that's when I get the best results, and my theory is – a lot of folks wake up and scroll their feed as part of their morning coffee routine, but that's just a theory).

Scott, Great class! When selling your own prints (if not using Smugmug, etc.), what are your thoughts about selling just a print vs a framed print? Do framed prints from an individual sell as well? by Deb on Jun 21

It really depends – some folks want to do their own framing, because either the site doesn't offer the options they want, or the pricing is too expensive, which is often the case.

## Selling Stock Photography | Terry White

Hi Terry. If we use portraits for stock, do the people we shoot have to release for stock?by Pauline, a.k.a., PeeWee on Jun 21

Yes there would need to be a model release although it doesn't have to be specifically for stock

Terry - what about releases? from models its easy, but travel etc??by Rob-Edmonton AB on Jun 21

If it's a recognizable face or property you'll need a release.

Do you need a specific model release for shooting people for stock.by Amelia on Jun 21

It's not specific. You can use the Adobe one as a template, but mine is my own language.

Should you copyright all your photos that you add to a stock company?by Julie on Jun 21

Copyrighting your photos is independent of submitting them to stock or not. So yes.

do you need photo releases from the people you photographyby Ariel on Jun 21

If it's a recognizable face or property you'll need a release.

How do you approach someone for a model release on the street? I sometimes see a great stock picture with people I don't know, but don't know how to approach them.by Carrie on Jun 21

I usually don't approach strangers because I probably wouldn't get them to sign. I probably wouldn't sign if a stranger walked up to me either.

Terry does adobe jury content?by NatalieRC on Jun 21

Not sure what you mean by jury, but if you mean moderate and approve/decline - yes.

For stock pictures should we have high res pictures and also put our watermark on the pics?by Mir on Jun 21

Yes on high res and NO on watermarks. No one wants to buy a watermarked photo. It would be declined anyway.

how would copyright work if you photograph real or staged protest for stock?by Lana on Jun 21

You would get model releases signed by all of your models in the staged shot.

What type of release(s) or contracts do you make with models you hire?by Dianne\_A on Jun 21

I'm usually paying them for their time during the shoot with the understanding that it also includes a signed model release.

Are there some categories that do better than others for example food versus landscape, wildlife? Thank youby Furhana Afrid on Jun 21

It's about saturation. For example there are a ton of landscapes on stock, so it may be hard to stand out. I do better with people. Wildlife and food probably do well too.

Terry do you need a model or architectural release?by John Esposito on Jun 21

If it's a recognizable face or property you'll need a release.

Is uploading a video difficult?by Carrie on Jun 21

No it's not really. You have to use an FTP program to upload but that's it.

Terry what are companies doing with stock videos?by NatalieRC on Jun 21

Using them as backgrounds to websites mostly.

@TerryWhite, if you submit a video to Adobe Stock, does it matter whether it has sound or not? by Jennifer McCants on Jun 21

I usually cut the sound out before I upload. I believe Adobe will mute it, but I've never tried.

When is the best time to submit seasonal photos/videos?by Debi B on Jun 21

3 months before the event/holiday.

Do you have any recommendations for organizing/file naming/storing images you upload to stock?by Monique on Jun 21

I do it by collections. I have one big collection for everything I submit. I also apply a color label. Lastly you could tag them with the keyword "submitted to stock"

Stock Photography: On photos taken at zoos, wildlife parks, national parks, do you have to get a location permit? Or, can they be submitted under editorial to by-pass that? by Noelle on Jun 21

If the location is recognizable in the photo yes. I've had some zoo photos declined.

Do you register all of your images with the copyright officeby Dianne\_A on Jun 21

I don't but I should.

Do you have to have clearance to sek a stock image of a brand? For example one of your top selling images is of Tesla. Did you get their permission to sell this image? by Darren on Jun 21

No, because you're submitting it as Illustrative Editorial.

when you shoot a known brand like Tesla do you have to get permission / release from the manufacturer?by Craig Nowicke on Jun 21

No, because you're submitting it as Illustrative Editorial.

Do you use a model release app? If so which one?by Jane\_FrederickMD on Jun 21

Yes, Easy Release.

Is there a model release you can recommend that will cover essential areas? by Furhana Afrid on Jun 21

Yep, download the one from the Adobe Stock Contributor Portal.

Hi Terry. Where can we get template model release forms?by Pauline, a.k.a., PeeWee on Jun 21

From the Adobe Stock Contributor Portal at [contributor.stock.adobe.com](https://contributor.stock.adobe.com)

are there size limitations or recommend sizing photos for stock?by Jeff M on Jun 21

Yes, but the best method is to submit the full resolution.



How did you not need a model/property release for Tesla? Don't you need one when the brand is visible or recognizable?by Shannon Moseley on Jun 21

Because Illustrator Editorial doesn't require a release.

Terry isn't Tesla a brand? I thought you had to hide brands in stock photography.. by NatalieRC on Jun 21

Illustrative Editorial doesn't require a release.

If companies use a stock photo for a major marketing campaign, do they pay more for it? For example, if Nike uses a photo on billboards all over the U.S., do they pay more for the stock?by Julie on Jun 21

Yes, there is an extended license for larger print runs.

Just as I got the QR Reader for iPhone opened, the QR code went away- Can you just put the long hand address or put the QR Code back up at the end?by June Parlett Norsworthy on Jun 21

There were multiple QR codes so I'm not sure which one you missed, but in the future you don't need a special app. The camera app can read QR codes.

Terry, please explain more on releases required for buildings/places - what about skylines? Thanks!by Holly Elmore on Jun 21

Recognizable properties such as homes need a release. Some skylines are also copyrighted like the view of Las Vegas from the Mandalay terrace. In most cases skylines are not copyrighted.

Example the Space Needle in Seattle is copyrighted but the Seattle skyline isn't.

Hi Terry. Will you expand a bit on property release forms?by Pauline, a.k.a., PeeWee on Jun 21

Recognizable properties such as homes need a release. Some skylines are also copyrighted like the view of Las Vegas from the Mandalay terrace. In most cases skylines are not copyrighted.

Example the Space Needle in Seattle is copyrighted but the Seattle skyline isn't.

How do you ask for a model release from a stranger who is allowing you to take a picture of them?by Dianne\_A on Jun 21

I usually don't, but if the stranger is willing then it's a win. The worse that will happen is they say no.

Do you have to have a model release if the person is no longer living? For example: my fatherby Dena on Jun 21

Not if they've been dead for 75 years with proof.

Hi Terry. Do we need property releases for unique cars on the street?by Pauline, a.k.a., PeeWee on Jun 21

Possibly. It's a unique car and therefore probably needs a release.

Terry, great class! Is there a fee to submit stock photos and do you have to have the Adobe Stock plan to do so?by Deb on Jun 21

No fees to submit.

What size images are submitted? high or med res?by Holly Elmore on Jun 21

High/full resolution always.

Terry, great presentation! Thanks. Question: Do you ever submit cell phone images to stock sites?by Doug Talbott on Jun 21

All the time. They sell too.

I shoot a lot of classic cars driving down a street. Does that call for a property release if business signs are in the background? What about business no longer in business?by Vicki on Jun 21

Yes, the businesses are recognizable property.

How do you find out if a location is copyrighted?by Monique on Jun 21

Sadly, there is no easy way. You could google it.

how do you find out if a building is copywrited?by Ariel on Jun 21

Sadly, there is no easy way. You could google it.

How do you know if a place is copyrighted? Like a lighthouse?by Becky on Jun 21

Sadly, there is no easy way. You could google it.

For places in travel photography, what is the best way to find out if you need a release? Like your Eiffel Tower, how did you know that you were o.k. for the day and not the night?by Ellie on Jun 21

I found out the hard way because it was declined. There is no easy way to know. The rule of thumb is, if it's a unique property, then it likely requires one.

Terry. If you take a photo, like the east river NYC with 2 bridges in it, would that be acceptable or rejected because the bridges are recognizable. by John Esposito on Jun 21

It would be acceptable.

Terry, where do you get a release for recognisable places? by Anna\_A on Jun 21

There are property/model releases on the stock contributor portal.

In talking about the gas example, do you submit the 76 photo and tell adobe it's for editorial purposes? by Julie on Jun 21

Yes, that's exactly what you do. There's a check box.

I'm confused about what you can upload...the Tesla photo was one of your most popular but I didn't think you could post photos of identifiable brands. How were you allowed to post this photo?by Julie on Jun 21

You can upload identifiable logos/brands with no people as "Illustrative Editorial" there's a check box on the submission page.

How do you choose a Category in Adobe if none of them really fit my image? I shoot a lot of agriculture/ vineyard/winemaking pictures.by Carrie on Jun 21

You'll have to choose from the closest one. People rarely search by category so I wouldn't sweat it too hard.

Terry I have shot some high profile people (athletes & performers) can I send these in to stock for editorial use?by Rob-Edmonton AB on Jun 21

No because Editorial can't have people at this point.

Terry, How do you attach a model release in Adobe Stockby Don M on Jun 21

You'll be asked for it during the submission process if you say that the image has a recognizable person/place.

what about if you photographed someone/place on a trip you took a while ago, and don't have a model/property release. Can you still use it?by Rachel N on Jun 21

Nope. Not unless you can get the release.

I live at lake of the ozarks and shoot aerial photography from a helicopter. Can I submit photos of boats if the name and face is not clear (smuggled) or would the boat be considered recognizable ?  
by Kimber Cline on Jun 21

Yes, you can.

Terry. for videos would you need a release say for a stock car race, a boat going through the Erie Canal lock, jet skier, ETCby JohnEspo on Jun 21  
If there are recognizable people/property, yes.

## Improve your Photography by Going Into Business | Moose Peterson

Where / How do you get information on what magazines are looking for? by Ariel on Jun 21

Great question ... I address that in tomorrow's class about the Editorial market.

Moose, great class and fantastic images! How do you meet/build a repor with photo editors if you can't meet in person logistically?by Deb on Jun 21

Great question! Your photographs are how you meet and build a rapport. Most rely on email, I'm old fashion so we still do it by phone.

How do you find the right professionals to submit to? I.e., magazines that would be interested in your work for submission?by Ariel on Jun 21

Excellent question! I address that in my other class on the Editorial market.

Do most sports photographers go into a shoot with a shot list? For example, if you're shooting a football game do you have a list of photos you're thinking you'd like to get?by Jeff on Jun 21

Howdy! I don't know, I'm not a sport photographer so I have no clue how they go about their business. Sorry

## Family Photography: The Magic of Mini Sessions | Tracy Sweeney

What type of backdrops are you using?by Debi B on Jun 21

It depends on which images you are specifically referring to, but my favorite backdrops are from ClickProps backdrops and Fancy Fabrics and Props.

Do you hire a studio for a day to do indoor mini-sessions for Valentines or Christmas?by Harlene on Jun 21

I have my own studio, but I do know lots of studio owners rent out their studios by the hour, day, etc. This is a great option.

If you don't have a studio how can we do indoor sessions?by Furhana Ebner on Jun 21

I know lots of people who operate out of their home, if you have a sunroom, garage, basement, any space really! Or, as mentioned previously, rent space in a studio or even a museum, library, anywhere that will function well for quick turnovers, is easily accessible for your clients, and allows you to craft your vision.

How can I break into mini family sessions on a small budget and what essentials do I need? Thank youby Furhana Afrid on Jun 21

I talked a lot about social media and newsletter marketing. Those are my two best tips for breaking into family mini sessions. All you need is a camera, creativity and a clear vision.

Tracy, is there a portable or pop up studio you recommend I can set up in my backyard? Thanks! by Furhana Afrid on Jun 21

I keep things super simple in terms of equipment and just use my Camera (presently Canon R6). I shoot natural/available light. So, unfortunately, I do not have any recommendations as to a pop-up studio.

what is the best place to advertise mini sessionsby Linda C on Jun 21

Definitely social media: Instagram, Facebook and via newsletter.

Tracy, I absolutely love your style...I have watched all your sessions on Kelbyone and have learned so much. Do you ever offer in person classes for photographers? by Julie on Jun 21

Thank you so much! And yes, reach out to me [tracy@elan-studio.com](mailto:tracy@elan-studio.com)

if you're on location, do you use a tripod? Or more handheld for mini-sessions? by Harlene on Jun 21

I always handhold.

## Profiting from your Landscape and Wildlife Photos | Ian Plant

How do you sell your photos. I have a website set up but just dont know if there is in any interest. They buy all my calendar and cards. But prints are hard. I see most people sell it at a higher cost by Sanjana on Jun 21

As I discussed in my presentation, finding customers is the most important thing, you need to actively promote your website to get people to see it. Social media is a good way in the beginning to promote your work. I used a combination of social media, magazine article submissions, and camera club presentations to promote my website as I was building my business as a pro photographer.

Hi Ian Plant, can you please just make a short simple list the top means of making money. I gather that you have tried a lot of things. I like the Photo Club aspect, to build your name with these clubby June Parlett Norsworthy on Jun 21

Hi June, my top revenue sources are: photo workshops/tours, ebooks and videos, and conference presentations.

## On Assignment: Getting into Photojournalism | Erik Kuna

if you take photos of people... are there rules about selling prints and licensing?by Kristina on Jun 22

Yes, if they're recognizable but not a public figure, you'll need releases to license or sell, unless it's editorial use in which you don't need a release. Fine Art prints can vary too with a little more leeway.

Eric, What type of editor would you recommend - local paper, regional news paper, magazine, or other?by Don M on Jun 22

I'd start locally if you can and then work my way up, or find someone posting content and news that doesn't seem to have a local or regional presence.

For Erik: When you are starting out on photo journalism how do you determine what to charge? (Asking for a friend)by HollyMag321 on Jun 22

Starting out it's probably going to be one flat rate for the event to provide a set number of images, and it's probably going to be a few hundred dollars for a day's work, starting out. Once you work up you'll have a day rate, plus expenses, but many times it's a fixed rate and nothing glamorous, \$150-\$300 starting and maybe up to \$500 unless you're a McNally :-)

## The Keys to Running a Successful Photography Business | Rick and Susan Sammon

Rick, what is the instagram name for your wife? I cannot find it through simple search on instagram. Thanks.by Scott Oplinger on Jun 22

[https://www.instagram.com/inspired\\_iphone\\_photography/](https://www.instagram.com/inspired_iphone_photography/)

@inspired\_iphone\_photography

Susan, what version iPhone are you using?by Emily on Jun 22

12 pro

How do you figure out what topic to write a book on?by Harlene on Jun 22

**I write about what I love.**

so if we do have a book in us how do we get it publishedby Linda C on Jun 22

**You can publish it yourself on Amazon, which is what I have done for my last 4 books. But you can also get a traditional book publisher like Rocky Nook.**

Rick how do you deal with people getting tired of receiving more stuff in their email so they do not want to give out their emails. I sell on Etsy and local craft shows and afraid to turn people offby JohnEspo on Jun 22

**We don't send out a lot. Mabye once a month.**

Rick & Susan, Love your class! If you do multiple types of photography, such as landscaping and portraits, should you have different companies/websites/etc?by Julie on Jun 22

**Karen Hutton does that. We have one company.**

Regarding Rick and Susan's training, how easy is it for single people to do all you do as a couple?by Noelle on Jun 22

**You have to work 2x as hard! :-)**

Rick where can you go to get more information about affiliates as I am very intersted in thisby JohnEspo on Jun 22

**Virtually all websites have a button for an affiliate program.**

how do you find good city guides(fixers) if you're traveling alone?by Kevin L. on Jun 22

**I ask my fellow pros.**



## Get Published: Breaking into the Editorial Market | Moose Peterson

Moose, loved the class! How do you find the right person to make the sale?by Deb on Jun 22

Thanks for dropping by. The answer is the same as I illustrated in the class, from the masthead of the publication you want to contribute to.

How do you get page sales, covers, etc. in magazines? I sell through stock, but they don't pay out by page sales, just per image.by Carrie on Jun 22

Thanks for watching ... fotoquote ... the app I demoed in the class.

Moose - If a company buys your image through a stock agency, would you still get their 1/4 pic or cover payout? by Marianne on Jun 22

Thanks for watching ... it all depends on the stock agency I guess. You would need to ask them their policy.

Moose, Googling fotoquote.com is a dead link, what is the site link to take us to what you showed?by Deb on Jun 22

not sure what to tell you ... they are very much there

<https://cradocfotosoftware.com/fotoquote/>

Is there a difference between magazine stock vs. sites like Adobe Stock? How do you contact magazines to get images and stories to them?by Carrie on Jun 22

Howdy! When you're working in the editorial marketplace, you're contacting the magazines, right? You're selling your own stock, images directly to the magazine, right? I think that would be different.

Moose when you're shooting industrial equipment e.g. cranes, dozers ... do you get in trouble shooting known brands? Do you need a release, or are they good with free promo?by Craig Nowicke on Jun 22

Howdy! I have no idea, I'm not in that industry. You'd need to research that industry to find that answer but my basic logic asks, get in trouble for doing what?

MOD NOTE: Check out Terry's "Selling Stock Photography" and read some of the Q&As from his class. There's a lot about photo releases. You'll find your answer there.

Moose do you have a concise step-by-step PDF version of your roadmap?by Ariel on Jun 22

Howdy! Sorry, I don't because there is no step-by-step since the biggest variable is you and your photography.

Moose - Do you ever submit a photo package (that might be a little generic) to more than one magazine at the same time? Or is it always serial submission?by Barnette in Seattle on Jun 22

Howdy. Like I said in the class, I never do that.

How do you get the photo files to the editor when the editor decides to buy from you?by Dianne\_A on Jun 22

Howdy! Like I said in the class, I use Hightail.

Moose: are you sending one photo/text pkg per magazine or are you sending the same pkg to multiple photo buyers? what happens when multiple magazines want the same pkg?by Spencer Duggan on Jun 22

Howdy! As I went through in the class, I send the text / photo package to one publisher at a time.

Moose: So, do I pick a topic of my choosing and hope it will be something they are interested in? Two, did you say to send a flattened tiff file? What size on the tiff?by Noelle on Jun 22

Howdy! You do your research in the magazines where you see your genre of photographs and in that process, you'll learn what they're looking for. Then you send your text / photo package.

For Moose: Starting out, should we target local/community level mags first? Is price negotiating different at this level vs higher level mags? Advice for approaching them if its different? by Shannon Mo on Jun 22

Howdy! Exactly, that's what I recommend! There is normally no price negotiating, no matter the publication. You approach any magazine no matter their perceived importance with the same professionalism.

What about releases if you're shooting sports for example. do the athletes need to sign releases/property/buildings etc. How does that work?by Kevin L. on Jun 22

Howdy! Sorry, I no nothing about releases or the sport photography editorial market place to answer your question.

MOD NOTE: Check out Terry's "Selling Stock Photography" and read some of the Q&As from his class. There's a lot about photo releases. Also, Rob Foldy's Sports session. You'll find your answer there.

Since most or your aviation photos are of planes, do you get releases for them?by Don M on Jun 22

Howdy! Releases, for an aircraft? No clue exactly what you're asking about. So, I guess the answer is no.

Moose - So magazines don't use stock agencies like Adobe Stock where they can get images for very cheap? by Shannon on Jun 22

Howdy! Magazines tap the sources they know that deliver on their time schedule. There are lots of stock agencies in the world. My company is one of them, one we created just like I talked about in the class.

[Moose, it appears DiapoSheet was discontinued in May, 2022 :\( Do you have an alternative program suggestion? https://www.softobe.com/diaposheet.html](https://www.softobe.com/diaposheet.html)by Deb on Jun 22

Howdy! Sad to hear. I'm sure with a little Google action you can find another if you don't want to use Bridge.

Moose - I know you said there are more magazines this year than last year, but we keep hearing that print media is going away. You're not seeing that trend in magazines?by Shannon on Jun 22

Howdy! I don't know what to tell you, I gave you the current industry numbers. Like I said, I'm unconventional and I really don't tend to listen to social media hype. I just do :-)

Moose, some airshows claim copy write privileges for all pictures taken by photographers, whether in the confines of the particular venue or outside of the venue. How do you deal with this issue? by Robert M on Jun 22

Howdy! Yep, that's true, I've talked about that in many of my classes here on K1. How do I deal with that issue? I talk with folks. The power is in the photograph :-)

## Running Your Photo Business from Your Phone | Gilmar Smith

if you are just starting, are there different plans you choose from if you have very little activity? What do these plans usually average?by Linda C on Jun 22

You can get a free trial if you are starting up and then choose a plan that fits your needs.

It looks like there are several versions of Square - which version is recommended?by LeslieKH on Jun 22

Answered during live Q&A Wrapup

## Starting Out with NFTs | Ricahrd Bernabe

Richard If NFT's are in crypto currency then how do you transfer that to real moneyby JohnEsposito on Jun 22

If you have Ether in your crypto wallet, you simply click the "Send" button" and you can transfer those funds to your linked bank account in \$\$\$.

RE: NFT collectibility - do you expect and artist could "build a brand" and increase your photo assets' value over time with repeat sales / popularity? by Craig Nowicke on Jun 22

I'm not sure repeat sales improve the value of your NFTs but popularity definitely does.

how do you get an invitation to foundationby JohnEsposito on Jun 22

A member with "invites" to give can send you an invitation.

are NFT;s limited additions and once sold you cannot sell it againby JohnEsposito on Jun 22

I'm assuming John meant "editions" and not 'additions" but assuming I am correct, you can mint any quantity you like (like limited edition prints) but since scarcity adds value, I usually limit it to one.

Once a photo asset becomes an NFT, are you obligated to destroy the original so that the NFT is truly unique and can't be resold in another format?by Craig Nowicke on Jun 22

No. As the artist, you don't want to destroy your original image file. Would you do the same after selling a print?

Does the market place post their peak times or is it mostly normal Eastern Time periodsby JohnEsposito on Jun 22

No it doesn't. Soon with Ethereum's transition to Proof of Stake protocol, it will all be moot anyway.

can you start minting a small amount at first or should you plan on minting a large numberby JohnEsposito on Jun 22

Yes, in fact, I would encourage starting small anyway.

@ Richard Bernabe -- Just to be clear, if you sell an NFT image is the image still up for sale for someone else to also purchase an NFT is that the end of that minting?by Patricia Sanders on Jun 22

The NFT can be sold and resold an infinite number of times, assuming the buyer wants to re-sell.

Richard you mentioned the current value. Where would I go to see what NFT marketplace hat the best value.by JohnEsposito on Jun 22

I think you are referring to the value of Ether relative to the Dollar. You can check the price of ether (in dollars) on almost any financial site.

## Getting Paid with Pet Photography | Kaylee Greer

Kaylee, how did you come up with your brand name?by Dianne\_A on Jun 22

Hi Dianne! My partner Sam and I had several brainstorming sessions when trying to come up with our business name. After many many hours and various dinners, lunches and coffee dates meant for business planning stuff, the conversation went something like this:

K- "How about something with my dog Toby's name?"

S (completely joking) - "Sure, how about Toby's Large Round Bum Photography?!"

K - "HA! Don't be silly. But how about Toby's Breath Photography? He has notoriously terrible breath!"

S - "What about 'Puppy Breath Photography'?"

K - "I don't want people to think I only photograph puppies - how about Dog Breath Photography!"

And Voila! There it is! :)

What's the best printers to use? Both portable and studio based printer.by Myssi on Jun 22

I wish I could tell you a great printer to use in studio (I just have a basic Canon Pixma here for things like mailing labels and contracts etc) but I've used outside vendors my entire career! For my pro print labs I use Millers (for albums, metals and canvas) and BayPhoto (for acrylics).

For Kaylee Greer: what vendor do you use to print your acrylics and metal large size prints? by David D on Jun 22

My acrylic prints come from Bay Photo, and the metals come from Millers.

Hi Kaylee. I have a generalized question which pertains to the chat room and the reason our messages get bumped out of chat at times. I typed sniper once instead of candid shooter, so that made sense.by Pauline, a.k.a., PeeWee on Jun 22

Oh wow - that question seems above my pay grade! I will say that I recently had a friend who was giving an online talk, and his chat got flooded with inappropriate items. He was devastated! So I suppose it's best for the chat sensor algorithm to be on the more sensitive side of things!

saw something on your digital file pricing about non-commercial release or something??? Do you have something in place to protect that digital file of your work to not be manipulated once they have by Susie Quinn on Jun 22

All of my private clients do sign a clause stating that their digital files are for personal use only - but I do not have anything that states that they can not manipulate the image after the fact in terms of how they choose to print and display the final file in their homes. It happens so rarely, and is next to impossible to police, but as long as they are sticking with personal usage, they can make their (often bizarre and cringeworthy) changes if it so pleases them.

Kaylee, when you're talking about creating packages for small, local businesses, do you mean selling them pre-existing images or selling them a new shoot to their specs?by Terri on Jun 22

I always try to explore both options with any commercial client, from small businesses to giant corporations to see what best suits their needs. Licensing pre-existing photos for commercial usage is often preferable, as most of the profit from any commercial job is made via the licensing fees, and not necessarily from the "creative fee" of a custom shoot. But if a client has the budget and wants to go full-on custom (which - the big companies almost always do, and I'd say the smaller companies go for maybe about 50% of the time), we will definitely do that too!

Kaylee - How do you negotiate licensing/ stock prices? How can we learn about pricing those?by Shannon Mo on Jun 22

I was very fortunate early on in my career to have a very candid conversation with an art buyer from a big ad agency. He let me know that most larger ad agencies expect to save approximately 20-30% by licensing directly from a photographer, as opposed to going through a stock site such as Getty. (They are well aware that photographers usually give up at least 40% to the stock agency themselves, so they figure if they cut out the middle man then they should see that savings. Which seems like fair logic.) So for me, with that knowledge, with every commercial job, I would figure out what usage rights were needed, get a price on a "similar" image from Getty, and subtract about 15-30% depending on the uniqueness and value of the image of mine that they were after. After a while I got a feel for things and could come up with my own prices based on a now long history of what's worked for me in the past, as well as a knowledge of the intrinsic value in the visual impact of my work and what that means for catching people's attention in a very noisy and crowded marketing world these days.

How did you develop your contract? by Susie Quinn on Jun 22

My contract has grown and changed a lot over the years. I originally purchased a basic generalized boutique photography business template from a contract lawyer, and over time added things specific to my business. I also asked friends in the industry over the years how they handle x or y in their contracts, and have now hired a proper contract lawyer who helps me add similar clauses to mine. And of course, learning from tons of mistakes along the way and saying "Whoops, I should probably have that in my contract going forward!".

Maybe I missed it, but to sell your own stock, do you have a stock website and how do you advertise it?by Julie on Jun 22

I actually don't have a special stock website for my licensable work. Typically an ad agency will reach out to me after seeing my work online or on social media, and ask if I have more examples of a particular type of image that they might be able to license. For example, I might get an email asking "Say, do you have photos of golden retrievers running through water?". I'll punch in some keywords into my Lightroom, find good examples of golden retrievers running through water, and put up a custom gallery they can check out. Then we can talk licensing fees based on the size and scope of their project if there's something in that gallery that fits their needs. It's slightly on the old school side, but in lieu of building the infrastructure to properly host all my images on my own stock site (this is on the dream list for one day when I find the time!) it works pretty well and gets the job done!

You were great! This was one of the best presentations. by Julie on Jun 22

Aw geeze louise, that truly means the world to me, thank you! :)

Kaylee If you go to something like an agility comp., you can take pics of all the dogs, right? If so, and you want to then sell those pics as a pkg. to a business, you have to get model releases?by Shannon on Jun 22

It's typically not a problem to take photos at dog events or agility competitions - but if your intention is to license those photos commercially, then yes, you should have a signed release from the dog's owner. Depending on where you live, this will either be a model release or a property release. When photographing events like this in the past, I've found that owners are usually pretty happy to sign a release if they can get a copy of the photos themselves as "payment". That usually works a charm.

## Shooting to Sell Your Travel Photography | Dave Williams

Dave from a Part Time view how many photos should you shoot for uploading to a stock site, I have heard that if you do not load up to 1000 picture quickly you have a poor chance to sell anything by JohnEspo on Jun 22

Hi John. It's certainly true that the more exposed you are in stock photography, the more chance you have of your work being found and subsequently purchased, but I wouldn't say you need to have 1,000 or any other number. The better quality your images are, along with how relevant they are to the buyers and the better keywording you use, you will have better chances. Liken it to social media - it's better to have 100 engaged followers than 10,000 that aren't engaged.

dave have you looked at NFT's or plan on looking at it. by JohnEspo on Jun 22

I have but not seriously. I've explored the idea and there's certainly potential but it appears risky, particularly with the recent shorting of positions in crypto.

do i need a business license to sell stock. I'm an amateur just getting started on the next phase of my path. by Becky Carranza on Jun 22

No, you don't. As a sole proprietor you can sign up - there will be the option to designate whether or not you have a business or are a sole proprietor with any of the major stock libraries. It's a great step to take and good luck on your journey!

Last night, I loaded in some pics to Adobe Stock via a LR album for the first time. Each of the pics was rejected. What are the parameters - these were nice, well-edited blueberry pics. Please advise. by Holly Elmore on Jun 22

Hi Holly. The criteria for acceptance are along the lines of what can be defined as 'technically correct' photos, ie they are in focus, lit correctly, composed well, etc. If these were all met then the likelihood is that the library had enough blueberry images already and the AI algorithm rejected them. Perhaps try another subject matter as I'm sure your photos were technically correct.

## Get Paid to Photograph What You Love | Rob Foldy

If you are reaching out to someone offering to be their photographer - how would you pitch it? Would you offer to do it for free or would you charge? Does offering for free stink of desperation?by Jon on Jun 22

Great question! I intentionally try to seek out clients that have some sort of existing budget, but if they don't, you may have to get creative. For example, I've heard of concert photographers getting gigs with a band doing something else, like selling t-shirts, which helps pay their immediate bills but also allows for them to photograph the shows every night. You have to balance income vs expenses.

If you are using engagement photos for stock, what do you do about the model release? Does your own contract that says you can make money off of the engagement session count as a model release?by Tammy on Jun 22

I'd suggest having the language at the bottom of your contract.

What are companies that pay to post pictures on social media?by Vern Bettencourt on Jun 22

Social native is a great one, and there are others. <https://www.socialnative.com/creators/> I'd recommend having well-curriated accounts first!

Where are you making \$5000-\$10,000 an image?by Carrie on Jun 22

Commercial sales are your best friend. For me, it was a mental shift and acceptance. Simply connect the dots between "who else is passionate about what I'm passionate about?" and "what do they (we) spend money on?" You can both be intentional and seek certain clients, or just get your images in front of a variety of companies that are looking to purchase them. I personally sell through Getty Images, but Adobe Stock is a fantastic site as well.

If you upload images to stock sites can you still sell those same images on your website?by Tom on Jun 22

Depends on exclusivity language. Out of respect, I personally only sell my images one place at a time, but that's just me.

Rob, when you say you had a contract to do work for a baseball team, and could retain 50% of the copy write, what exactly does that mean? Do you have to split the take with the team for outside sales?by Robert M on Jun 22

Great question, depends on how you have it set up. In my case, the team was able to use any & all of the image I took, in perpetuity, for whatever they wanted. We also had it set up where I would only sell certain types of images, and some would remain exclusive to the team. The stuff I sold was primarily the same types of images other photographers had access to creating. Trust between you and client is key. I've seen it other ways where you help the team get set up to make the sales money and that income comes back into the department. Royalties are a variable, not everyone is excited about variables. Patience is key, it all averages out over time.