

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE



Viral Report by Jewel Jones

Introduction

Do you have tons of digital pictures? Do you store them all on your computer, rarely looking at most of them again? Aren't they gathering electronic "dust" on your hard drive?

Well, now's a great time to blow off the dust and put those images to work. The advent of digital photography combined with the power of the Internet has completely changed the game as we knew it. No longer are top professionals the only people selling fine art photography to collectors and commercial images to ad agencies and magazines. Now days, a plethora of opportunities are available to just about anyone with time and talent.

People everywhere are marketing those long-stored images and making terrific money selling them. Not only are many earning enough monthly to pay their mortgage or rent, they're elated to see their work published on websites and in magazines.

Key Insight:

If you wish to make money, photography consumers are easy to find and there are millions of them. What they don't want to pay in high prices, they make up for in volume.

This means that a *quantity* mindset (in terms of exposure) is key. The best success formula is exposing your work to more people, but selling it for less. Choose a market niche and multiply the ways that people can discover your work.

Earn Extra Income In a Snap!

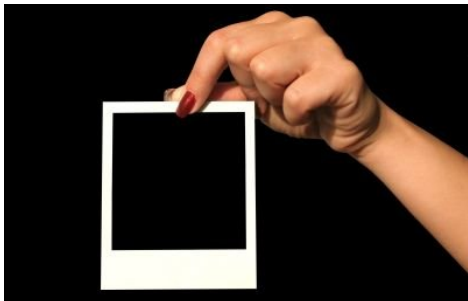
SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

Quality Counts

You needn't have a long, impressive resume or portfolio showcasing your work. All you need is easy-to-get and learn software to edit your images, a bit of marketing know-how, and the time to make your dreams come true. No darkroom required!

If you don't have PhotoShop to handle color corrections, cropping, etc. try:

- Paint.net (excellent freeware)



Who buys stock photos?

Magazines, web designers, book publishers, advertising agencies, creative departments, filmmakers, interior designers, graphic artists, bloggers and others use these images to add zest to their projects. Stock photography appeals to them because it saves them money and time. They don't have to hire a photographer and download a great image in minutes.

Interestingly, the prominence of photo images across the Internet seems to have given offline interests a boost. Not only are countless amateurs selling their captures online, the savviest of them now market their work locally, too.

A few years ago you, an avid photography hobbyist, probably thought it impossible or too time-consuming to gain recognition and make money selling your work. But that's far from the case today. Now, not only can you easily build a following, you can earn surprisingly swell extra income doing it, too. This special report shows you how.

Stock Photography Websites

The stock photo explosion is unbelievable, and it can be a nice income generator.

Stock photography is work that's licensed to those who need art for their projects and publications. Someone's paying to use your work, but you still own it. As the same time, you're allowing many others to purchase and use that same image. The more, the merrier!

A plethora of online stock photo sites has opened up a whole new way for hobbyists to earn income. In fact, thousands of hobbyists have turned pro this way, developing a fine reputation and more job leads.

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

7 Tips for Stock Photo Selling:

1 What works best is uploading lots of photos, creating a huge inventory of quality stock on a vast range of subjects. In fact, there are so many popular stock photo sites online that it's best to try selling your work through several different services. This exponentially increases the likelihood that many people will discover your images and pay to download them for their projects.

2 Choose the right photo agencies to associate your work with. Click around and explore. Note the types of images stocked, and determine whether yours are on par with their style and quality. Check the amount of traffic images like yours get; pay attention to the number of times those images have been downloaded.

3 Categorizing images properly is crucial. Photo buyers shop by category, so sellers need to showcase their images in as many as make sense. So getting your photos listed in all the right categories ensures they appear in front of the right audiences.

4 Similarly, assigning keywords to your photos provides them an even stronger chance of being found by searchers. Keep your keywords simple and accurate. The people in charge of stock photo sites don't take well to sellers using improper keywords to tag their images. Doing so will slow you down in their approval process – or worse.

5 Look through your stored photos and ask yourself why someone would buy each. Can you envision it on someone's brochure cover or on a company's website? If so, do any minor editing via software such as Photoshop or the free Paint.net program to boost quality and marketability. Now upload it to as many stock photo sites as you can!

6 Once you wet your feet, start shooting specifically to sell. Have a potential buyers' markets in mind. To realize sales, photos must be commercially viable. Embrace the area in which you excel and go for marketable compositions.

7 Save your earnings and upgrade your lenses. Take a digital photography course and read all you can. Work to continuously improve your technique for cropping, color balance, composition and other key elements that make or break someone's interest in downloading your work on stock photo sites. Find your formula and push it to the limit.

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

Popular stock photo sites

123rf (www.123rf.com) – It's one of the largest and has a strong base of repeat buyers. Single images can be downloaded in low-res, med-res and high-res quality levels, and cost buyers \$1, \$2 and \$3 respectively. You're paid 50% of each image you sell. You can also earn money from their subscription revenues.

BIGSTOCKPHOTO

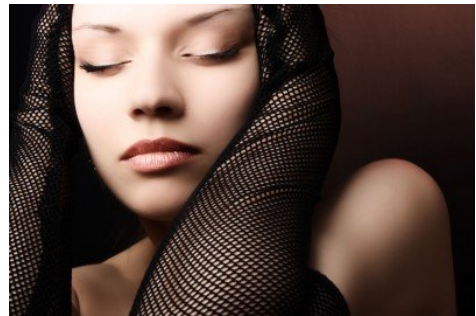
(www.bigstockphoto.com) – Launched in May 2005 and quickly became one of the fastest growing stock photo sites. Has a sophisticated search engine, how-to tutorials and articles, plus easy-to-use uploading/downloading systems. Whenever someone downloads one of your photos, you make 50 cents. Also, you can also earn as much as \$20.00 a pop for special licenses sold.

ISTOCKPHOTO (www.istockphoto.com) – Photographers here are more highly skilled than those at other sites. This means there's heavy competition. Your photos must be distinctive to sell well at iStockphoto. Their exclusive artists and those with lots of downloadable content earn higher royalties.

Art Photography Sales Sites

Open 24-7 and teeming with talent, quality art photography stores have cropped up everywhere online. If your photos have an

Need a Model Release?



Any photo you take with a person in it requires you to get a model release form signed by that person(s). It provides you their permission to legally use and/or sell their likeness. You need a similar form signed if you photograph someone's property (e.g., a home, if easily identifiable) or logo.

Without a signed model release, reputable companies won't buy your photo. That's because they don't want to be sued.

The stock photo agency you choose to work with will have such forms for you to download, print and use when shooting specific people or properties.

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

artistic feel that an art-lover might proudly display on their walls or give as a gift, consider joining a site that specializes in fine art print selling.

There are numerous sites frequented by art photo collectors (serious and newbies). They're buying everything from original nature macros and sweeping landscapes to urban exploration, stylish cityscapes and beyond. Each site works differently, but all allow you to upload your art for customers to browse, choose the size print they want, and purchase in an instant.

Plenty of established and emerging talents sell high-quality prints online. What follows are some of the top sites. Each is free to join and allows you to set your own prices. They, of course, take a commission before processing your payment. But really, what they charge is minimal.

www.Etsy.com – Free and easy to get started with, Etsy allows you to set up your own shop, deciding your prices and other specifics that shoppers want to know. It cost 20 cents per item to upload. Etsy keeps 3.5% of each sale you make. Print making and order fulfillment are completely your responsibility.

www.ImageKind.com -- You can create and sell art prints with your own framed designs. Choose between the free membership, a \$7.99/mo. level, or the \$11.99 monthly plan. Imagekind handles



**“Whippet Sphinx”
8x10” TTV Glossy
\$25.00**

A university professor in Denton, TX, [Nancy Stockdale](#) joined Etsy in 2005. As of this writing, she has sold over 200 photography works.

She says, “It’s been interesting to see which prints become popular in my shop. My Polaroids are very popular, especially my doll portraits, florals, and retro and vintage road signs.”

www.futurwoman.etsy.com

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

product creation, credit card processing, shipping, and customer service.

www.RedBubble.com -- Manages credit card payments for you, provides high-quality manufacturing, takes care of packaging and worldwide shipping, and sends you your earnings. Red Bubble also allows customers to buy your images on greeting cards and t-shirts, too.

Art Fairs



Selling at local craft shows is a great way to start deriving extra income from your photography hobby, and you'll have a blast interacting with people while doing it. In a short time, you learn a lot from your customers and fellow artisans, all ultimately helping you succeed.

If you've always dreamt of doing this, now's a perfect time to make it happen. The first thing to do is identify the best art fairs or similar events for your wares. To decide, consider the event date(s), booth or table costs, and what the host organization will provide.

This can be quite a simple and fun side business, but don't let the following undermine you:

1. Not Having a Plan

You needn't hire an expensive firm or consultant to create your marketing plan, but you do need one. Plot out which shows you'll participate in.

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

Determine how much you'll spend for printing and framing enough work to display. Budget for promotional material (e.g., business cards, signage and brochures). And don't forget about supplies you need, ranging from take-home packaging to price tags.

2. Under-pricing Your Work

Don't price your work too low. Be sure your pricing covers all your materials, as well as your marketing, other expenses (e.g., show fees, travel) and your labor. It's not unreasonable to charge \$150 - \$300 for a flawlessly executed, archival quality print.



3. Attending the Wrong Shows

This can be a huge problem. You spend weeks or more preparing for a show and return home with one or two measly sales. The problem often is that you didn't do your homework upfront to understand what type of crowd attends and what they're shopping for. All the time and energy you've invested was for naught.

4. Spending Too Much

Remember, you're doing this to make money, not spend it. Do you really need to rent that trailer to haul your goods to a show? Same goes for investing in other nice but not necessary items such as a cash register or new laptop.

How to Find Local Art Fairs:

- Search the Web for art fairs in your area.
- Search your local newspapers for upcoming shows.
- Ask local craftspeople about local events they attend.
- Contact area shopping malls to inquire about upcoming shows.
- Contact local churches to inquire about bazaars they may sponsor.
- Ask the Chamber of Commerce about member-sponsored arts and craft events.

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

5. Negative Comments

Unfortunately there are obnoxious people everywhere and many of them attend arts fairs and shows. But don't let them get to you. If they had the creativity, the skill and the dedication, they would be selling their work and not bothering to criticize you (i.e., your prices, craft, eye for beauty).



Event Photography

Another fun way to earn income as a photographer is by specializing in event captures. Gallery openings, proms, weddings, birthday parties, Halloween parties, youth sports events, fashion shows, company parties – all are potential side jobs where you can make good money. All you really need is a good camera, lots of memory cards, and some business cards.

Secrets to Event Photo Success:

1. Offer an easy way for people to buy your photos, and
2. Work in an event niche where you're the best photographer in the room.

Getting started

Get creative about where you'll take photos. The best events are those where people want to get publicity or keep the memories alive. You stand to earn more when it's the kind of event where high quality matters, or if you can offer something extra such as unique framing or a decorative backdrop.

To get started, call the event organizer to ensure it's okay to show up with your camera gear. On event day, take a plethora of shots of everything and everyone you can. When things are about to wind down, hand to everyone you can a business card with your photo gallery's website address. The cards, of

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

course, inform people to come see and purchase their pictures online. Option: stick a flyer in car windshield wipers on the parking lot.

Before too many hours go by, upload all of those event photos to your website. Sell the small prints for about \$5.00 each and the larger ones for \$10.00.

The only costs you incur are those for gas, event admission and a couple hundred business cards. (Which you can, by the way, get online for free.) Many people make an easy \$200 -300 per event doing this. Some make tons more.

Your Photography Store

There are several specialized sites online that provide you ways to sell your event photos. These "events-photography-in-a-box" solutions work quite well. They provide you an e-commerce enabled website, a printing system that allows you to sell a variety of print sizes, and bulk uploading software that helps get your work online quickly. Some even provide editing software so that you can do quick touch-ups. The cost of using these services vary.

SmugMug.com (www.SmugMug.com)
Provides its standard gallery account for \$40 a year, giving you unlimited image storage and photo reproductions in a high-res format. You can customize the way your photos are presented and tweak them to a limited extent. Importantly, your customers needn't sign-up to make purchases.

Leverage Event Photos to Earn Even More

Eventually, the event organizer may outright call and hire you to officially provide photography services.

Also, the best of your event shots may make good stock photography fodder.



Event sales require lots of time and energy

Events photography is hard work. You're constantly on your feet, trying to get the best images, fielding questions from curious onlookers, handing out business cards and/or flyers, traveling to/fro' locations, preparing galleries and more.

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

PhotostockPlus.com (www.photostockplus.com) A great place for online hosting of your event photos. It's touted as being extremely user friendly for both you and your customers. You set your own prices and can offer a wide variety of photo products and prints in myriad sizes and finishes. Memberships start at \$25 a month.

ThePhotoTool.com (www.thephototool.com) For \$50 a month, offers you public and private galleries, plus stock photo visibility. Your customers can choose from an array of photo products (e.g., prints, mugs, puzzles). You also can create your marketing tools here (e.g., order business cards, coupons, flyers).

Consignment

If you're looking for another viable sales outlet for your work, consider selling through consignment. Many retailers accept consigned goods, as this arrangement allows them to have great merchandise without shelling out their own cash for inventory.

It's possible to make quite a bit of money consigning photography prints and posters, particularly if you're selling at high-end prices.

When consigning your work, you're lending it to a retail storeowner. The retailer displays it as part of their product mix. If the work sells, the store owner pays you, minus the agreed percentage and other costs. The retailer's percentage varies, but usually is in the 25 - 50% range.



Consignment Options

Approach an out-of-the-box list of local:

- Gift shops (including those inside hotels)
- Art supply stores
- Frame shops
- Coffee shops
- Internet cafes
- Bakeries
- Concert halls
- Hotels for lobby art
- Restaurants
- Even some smaller art galleries!

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

Consignment Tips

1 Do a site check. Take the time to visit and look around a store before pitching them about consigning. Evaluate if its customers will likely take an interest in your work. Check the condition of other merchandise, how it's displayed, and the popularity and prices of goods comparable to yours.

2 Choose establishments with good traffic. You stand a better chance of selling your products faster if you choose a store that attracts a huge number of customers. Select only retail stores where your work stands a greater chance of being sold.

3 Get the terms in writing. Spell out the agreement in a written contract. Get the owner to sign a document regarding the payment schedule, responsibility for lost or stolen goods, and the display and upkeep of your work. The document also should cover the fee percentage they'll take on each sale. Ask about possible "administration fees" that some forget to mention. Also understand the length of consignment, whether its 30, 60 or 90 days. If your work isn't selling, you'll want to move it to another retailer before too long.



4 Maintenance and damages. Ask about the type of insurance they have. If the storeowner has no theft or fire insurance, think twice about placing your work there. Look around for fire alarms and ceiling water sprinklers that protect the place in case of fire. Lastly, know your goods. Do a "condition check" when leaving your work with a store owner. You don't want to later learn the expensive frame for your print has been severely scratched or the print itself is stained. Discuss these possibilities in advance, and learn whether the shopkeeper will make good on damages.

5 Get your work prominently displayed. Ensure that your art won't be buried in an area where few customers look. If you can arrange to have your work showcased in the store's window display, that's even better.

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

Marketing Your Photography



Creating multiple ways for people to discover your work is essential. What follows is a list of the seven best photography marketing tactics. Each can generate a ton of exposure for you and possibly create new opportunities beyond your wildest dreams.

- **Business Cards.** One of the best deals on the Internet is the free business card offering at www.VistaPrint.com. However, to make your strongest impression, order Vista's affordable custom designed business cards by the hundreds. This way you can spotlight your photography images. Spend a few days leaving small stacks of your cards around your city. Take them to events and outings, too.
- **Post Cards.** A step up from business cards is the glossy post card people can take for free in many chic restaurants, book stores and cafes around most cities. Create yours so that people can actually mail it, making it two-sided with space to apply a postage stamp and an address. One of the best quality, most affordable online printers is www.M13Graphics.com. They print numerous other items, too.
- **Website / Blog.** Establishing your own website and/or blog dedicated to showcasing your photography is important for some ventures, but not essential in others. Add a shopping cart or PayPal buttons to make online buying convenient.
 - ☑ Consider your website a brochure with global reach. For a quick look at how other photographers have set up their websites, explore this link on [DMOZ](#).
 - ☑ Consider your blog your own newspaper column featuring weekly (or more frequent) updates and news about you work. For a quick look at what others are blogging, explore this link on [Blog Catalog](#).

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

Email Marketing.



Use your blog and website to build an email list of people who appreciate your work – and keep building the relationship to eventually realize sales. For a great example how this is done, check out how a fine art photographer from Hoboken, NJ, uses her email list to sell work to fans from around the world.

Note: She earns enough to pay her rent plus living expenses!

Fine art photographer [Diana Pappas](#) specializes in low light photography, industrial abstracts, and unconventional portraiture. Her work has been published in the New York Times and 14 of her photographs appear in the “Sex & The City” movie.

100 art photography fans subscribe to Pappas’ Photo-A-Day email series. She offers this insight for starting your own: “My advice to any photographer looking for more exposure and the path to income with their work is to join Flickr, throw some photos up there, and get involved with the groups -- commenting on others’ photos and the message boards. I’ve made some extraordinary friends and contacts who’ve opened up opportunities for me in real life.”

To view more of Pappas’ work, visit:

Blog -- <http://dianapappasphotography.blogspot.com/>

Website -- <http://www.dianapappasphotography.com/gallery/gallery.php>

● **Online Forums & Communities.** They are numerous, with some of best for photography networking being Flickr.com, Ning.com and Tabblo.com. Each has a vibrant community of photographers and potential buyers.

- ☑ Whichever you choose, make sure your work can be clicked by people surfing off-site, too. Choose social networks that are discoverable by people using Google to find photos.

Earn Extra Income In a Snap!

SELLING YOUR DIGITAL PHOTOGRAPHY ONLINE & OFFLINE

- ☑ Also keep in mind which networks make it easy for you and others to bookmark to Digg, StumbleUpon and the like for more exposure.

Pitch Your Favorite Publications



Newspapers – and magazines, in particular – are considered a smart place for freelance and hobby photographers to approach. Not only do they pay well, they're more likely to buy quality work from people who may not have name recognition.

How to do it? Study the photos in your favorite publications, choosing four or five as your top targets. Identify their photography style and determine if your work looks similar, or if you know how to achieve the look.

Send the photo editor a few samples of work, but be sure to keep originals on your computer. Enclose a letter expressing your interest, any credentials you can boast, and a self-addressed stamped envelope.