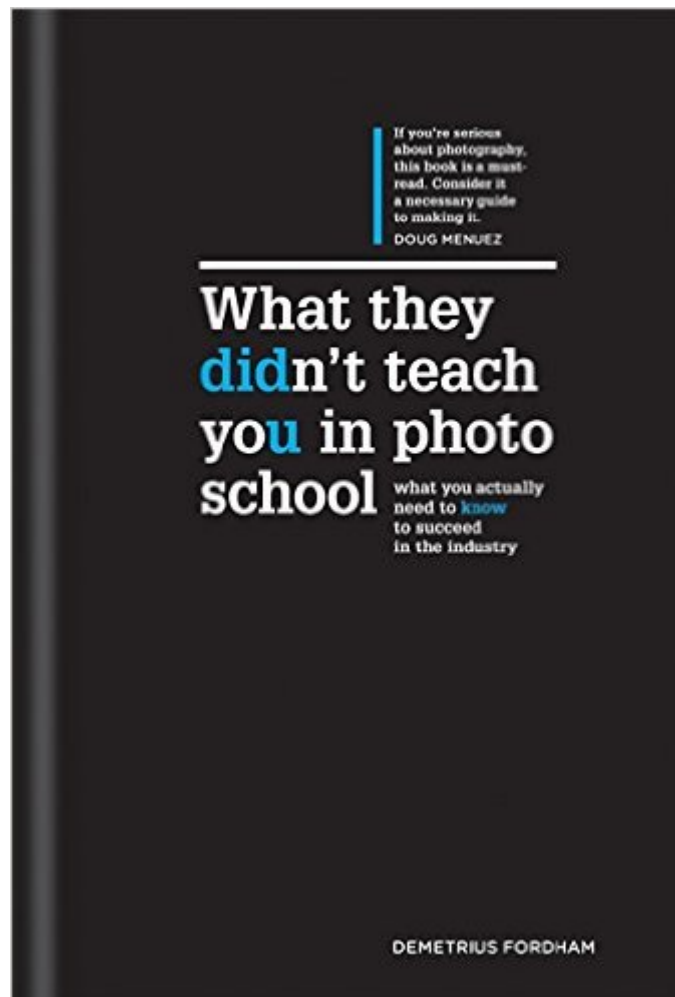


The book was found

# What They Didn't Teach You In Photo School: The Secrets Of The Trade That Will Make You A Success In The Industry



## Synopsis

Classes and workshops are a great way to learn the skills that will let you take great photos, but they don't teach you how to be a photographer. In *What They Didn't Teach You in Photo School*, Demetrius Fordam will help you make the transition from talented amateur to respected pro, building your own personal brand and business on the way. Passing on hard-earned lessons from a successful career in commercial, editorial and lifestyle photography, he shows how to snag the best internships and assistant roles, impress at an interview, develop an amazing portfolio, form strong relationships with clients, and lay the ground work for your own successful career. With a fresh design, and distinctive real-world photography, this the crucial companion that will make you, and your work, stand out.

## Book Information

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## Customer Reviews

Excellent book written by the former first assistant to Doug Menuez. It is a how-to-reality-guide into the real-life of working commercial and editorial photographers and what it takes to make it and excel in a hyper-competitive world. I only wish it had been written when I was a young photographer just starting out. Read this book and then go join APA (American Photographic Artists) or another photo trade group. <http://www.apanational.com>

Ok, so I call myself a pro-hobbyist photographer. That is to say, I love photography, spend a lot of time doing it, and the people who mainly employ me are friends and parents at my girlfriend's

daughters' school. I've always lacked the confidence to step beyond my personal work and the small jobs that come my way. This book is excellent and has helped render some real practical advice with stepping out of my pro-hobbyist box....I recommend the read.

A great real world guide to the photo industry for photographers of all levels but especially new/emerging photographers. Gives aspiring photographers a good glimpse into what it's really like to be a working photographer. Got a lot out of it, would highly recommend to amateur or aspiring photographers looking to see if they can make a living out of doing it professionally.Â What They Didn't Teach You In Photo School: The secrets of the trade that will make you a success in the industry

I feel like today we are surrounded by talented photographers, but it takes much more to be successful professionally and this book will show you how. Cut out years of learning the hard way and get the quick, practical tips in this read. This book is a must for anyone who wants to make a living in this business. Great gift idea for aspiring photographers!

Super useful read for people who are considering turning their photography hobby into a profession, and also good for photographers who want to take their career to the next level. Loved the specific tips on ÂçÂ ÂœHow to Make itÂçÂ Â• and how to handle finances etc. Read it in a day.

This book will give you the basis but it will be ultimately up to you to apply the knowledge in the book.Could be more in depth, but makes for a good and understandable reading experience.

Great information here! Worthwhile tips and tricks for those who have ever wanted to be a professional photographer or for those who just love the camera.

Excellent book with essential knowledge of the industry. You literally could read this instead of going to school. Study business instead.

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