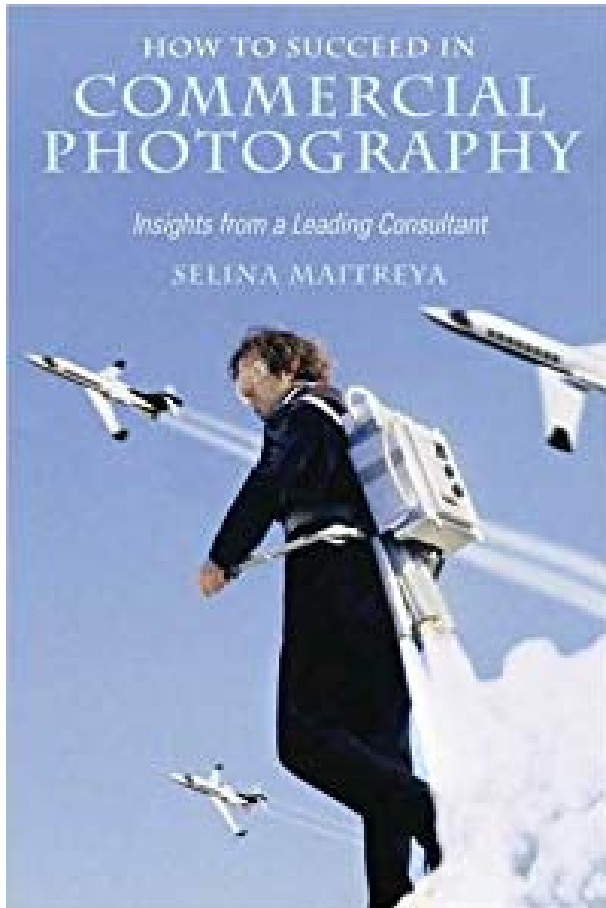


How to Succeed in Commercial Photography: Insights from a Leading Consultant



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[How to Succeed in Commercial Photography: Insights from a Leading Consultant.epub](#)

Photographers looking to develop their vision, values, and business plans will find the keys to success in *How to Succeed in Commercial Photography*. Veteran photography consultant Selina Maitreya provides photographers at every career stage with all the tools they need for a prosperous career and a rewarding life in commercial photography. She tells photographers how to:

- Rise above the competition
- Build a dynamic professional team
- Develop a powerful online portfolio
- Self-promote with a consistent message
- Set goals and meet them
- Survive difficult times by overcoming fear and creative blocks
- Accept responsibility for success

Through intimate interviews, commercial photographers reveal pitfalls and missteps they've experienced, and explain how others can avoid the same. Anyone seeking a successful and well-balanced life as a commercial photographer will need this illuminating guide.