

# part I. Creating the Images

Get out there and shoot.  
But what and how?



# Choose subjects that:

- You are passionate about
- Challenge you
- Take you in the direction you want to go
- Are unique or have an unusual perspective



# Creating the Photos

You have great ideas, but can't get them assigned. What to do?

- Be willing to take risks
- Do personal projects
- Apply for grants and awards
- Work with organizations (NGO's) or local groups
- Take workshops

# Personal Projects

- Pick a project that you can complete in a timely manner (less than a decade!)
- Can be as simple as a “photo a day” in your backyard, or a series of portraits
- Think of it as a “real” assignment-take it as seriously









and don't forget to have fun!!



## part II. Presenting the Work

Now you have a great collection of images.  
What do you do?



CLIMBING'S GREATEST IMAGES  
**ROCK ICE** AND  
THE HOT NEW SKIS FOR 2007

**Skiing**  
SPRINGTIME AT JOSHUA TREE: A SPECIAL GALLERY

**Climbing**  
OBSESSION  
The Dark Side

**Alpinist**  
The Surfer Who's Smarter Than Einstein  
By Evan Matz

NATIONAL GEOGRAPHIC  
**ADVENTURE**  
Trapped at Sea!  
Snakes, Sharks, and the Men of the Manteco

6 PERFECT CARIBBEAN WEEKENDS • X GAMES PREVIEW  
**Men's Journal**  
THE FITNESS ISSUE  
AWOL  
A DECORATED HERO'S TALE OF HONOR, PATRIOTISM & BETRAYAL  
Keith Olbermann's Improbable Comeback

USE THE ACTIVE LIFE  
**Outside**  
Anderson Cooper  
How One Smart Star Can Change Your Life  
The Most Controversial Man on Everest

INSIDER'S GUIDE: THE BUZZ ABOUT PALM SPRINGS  
**TRAVEL & LEISURE**  
romantic hideaways in FRANCE  
GO TO TAHITI ON US! WRITE YOUR WAY TO PARADISE  
**ISLAND**  
25 Secret Islands before it's too late

RESTORING A WAR-TORN LAND  
**SIERRA**  
Endangered and Protected

NATIONAL GEOGRAPHIC  
**China**  
MANCHURIA'S RUST-TO-RICHES GAMBIT  
WATCH 'FOOT SCIENCE' ON HG CHANNEL MONDAY, SEPTEMBER 6, 8 P.M. ET/PT

**Audubon**  
MOOSE AND WOLVES WHY WE BIRD SEEING THROUGH FOG THE NATURE ISLAND  
Bird Nests  
Miniature  
Marvels of Architecture

**Smithsonian**  
THE SPLENDORS OF AFGHANISTAN  
MURDER MYSTERY



# How to Market Your Work?

## What to show?

- edit, edit, edit
- know the client

## How to show it?

- website
- portfolio book
- promos: email and snail mail
- meetings with editors
- follow ups and updates
- contests and awards

# The Website

## A Few Important Decisions

- build a custom site or use a template?
- use flash or html
  - <http://www.bethwaldphotography.com/>
  - <http://www.billhatcher.com/>
  - <http://www.kirkmastin.com/>







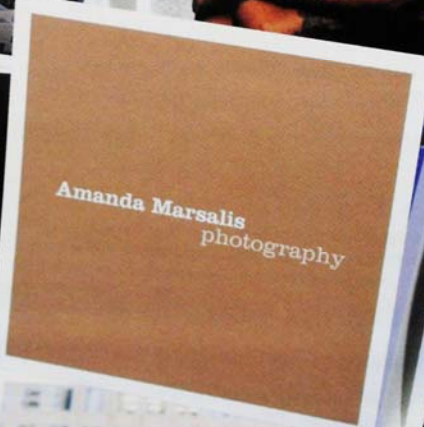


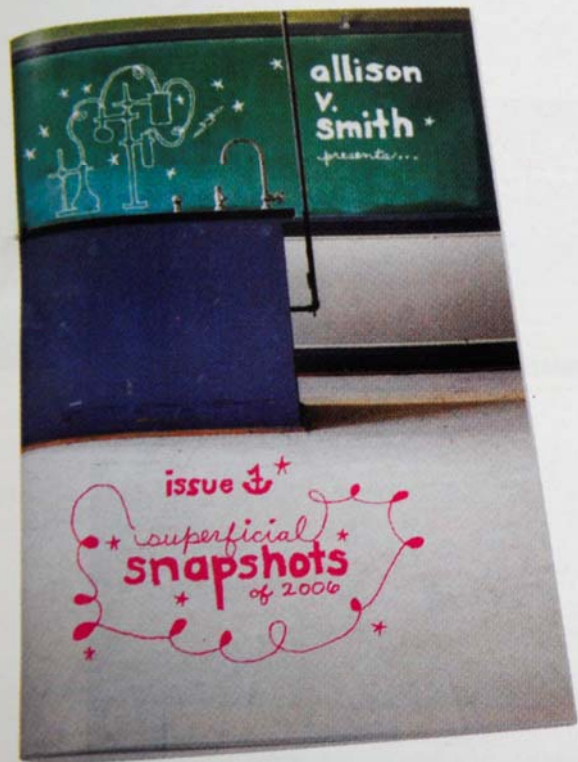
Jason Hindley



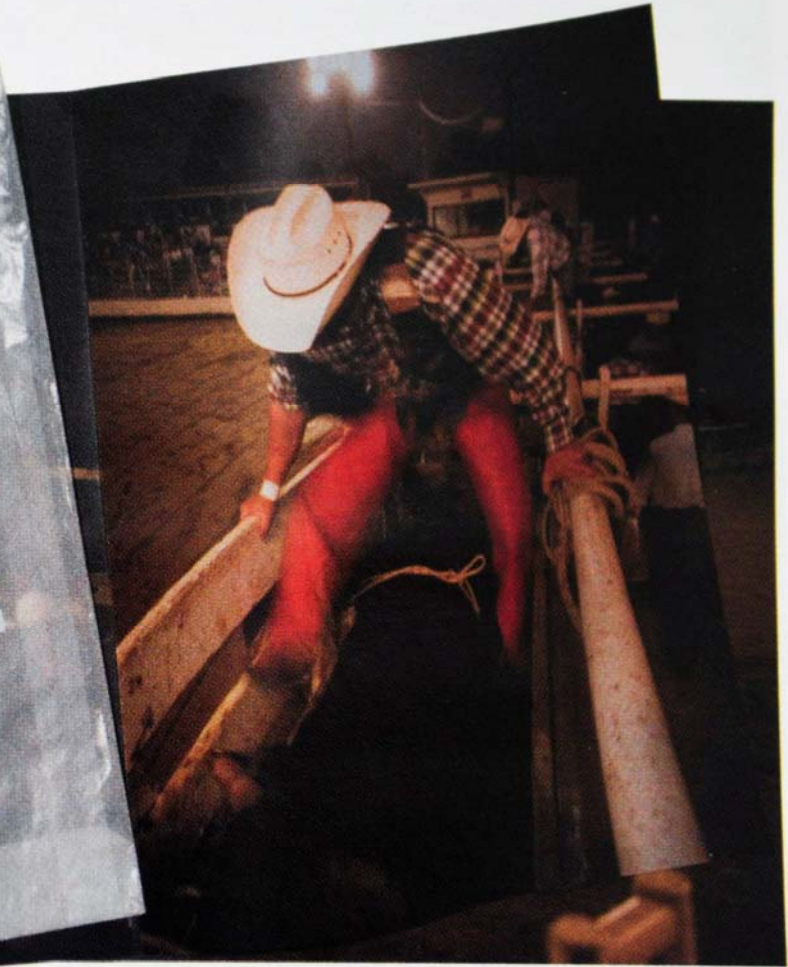


**BEST  
ONGOING  
CAMPAIGN:**  
established  
talent





AUGU  
STUS  
BUTE  
RA







# Meeting the Editor

## How to get a meeting

- Harder to get because editors are so busy
- Best if editor already familiar with work, via stock sales, small assignment, great promos, etc.
- Face to face meetings crucial for building working relationship
- Be persistent but not an irritant. Email requests best.

## What to show, what to expect

- This is where a book can be useful. But only if really professional
- Digital presentation (on CD or laptop) also great
- Research magazine, show what is relevant
- Talk about your personal work, what you are passionate about
- Show your personality
- Don't be discouraged, ask questions
- Once established, plan on one trip to NYC a year

# Follow-ups & Updates

## Following up

- After a meeting, be sure to mail a thank you card (with one of your photos of course!)
- Follow up meeting with email promos as well
- Follow up snail mail promos with email query (and link to site)

## Updates and staying in touch

- Don't spam, but send email promos regularly (only if its great work!)
- If you have a cool new project to show, send email promo, lightbox or link to web gallery
- Send update if traveling somewhere interesting (not the day before leaving!)
- If have new website, send link
- Send emails if you have won awards, received grants, etc.





# GOOD LUCK!!

