



Hindsight is f/20: Lessons from my 10 years as a studio owner

Maureen Cogan

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When I began my photography business ten years ago, I wish I had known what I know now. If you're contemplating starting a photography business or are already a studio owner, you will pick up valuable tips from this book about what I learned the hard way--by making avoidable mistakes. You can learn them the easy way--by reading this book and becoming a better business owner. Chapters include: Being the Boss Marketing Dealing with Clients Your Image Things I Didn't Do But Wish I Had Equipment & Software Promotions that Worked



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