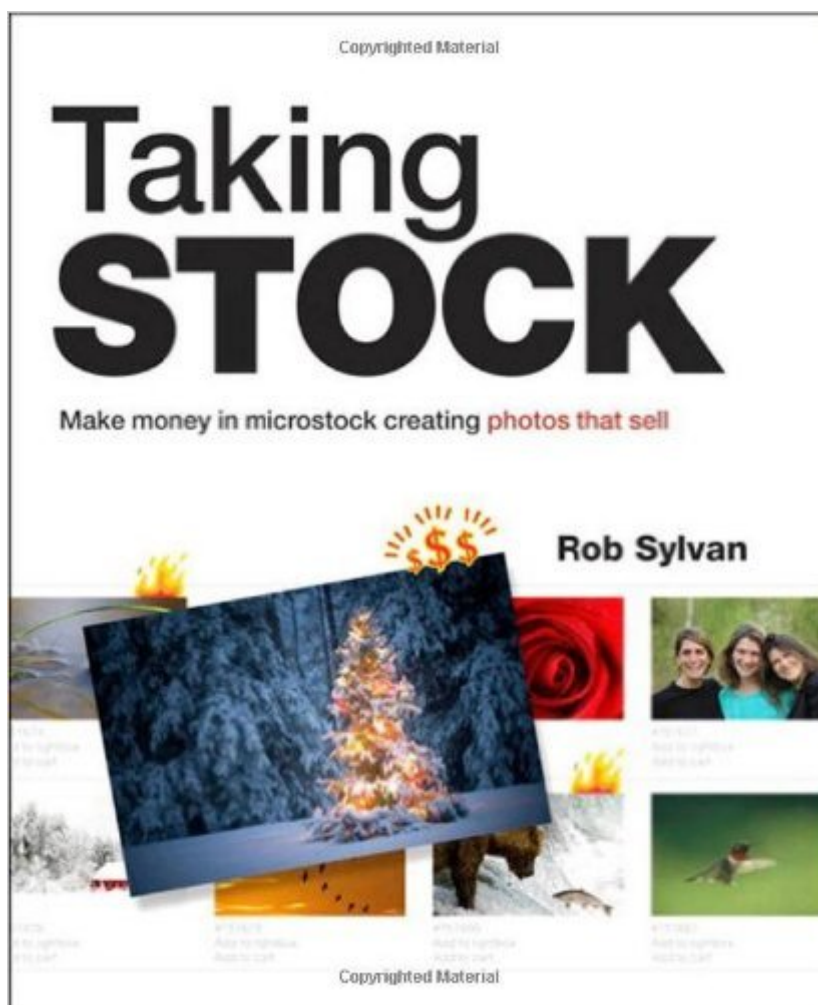


The book was found

Taking Stock: Make Money In Microstock Creating Photos That Sell



Synopsis

The ultimate insider guide to creating stock shots that sell from a veteran iStockphoto inspector An iStockphoto inspector since 2002, author Rob Sylvan has spent nearly a decade as part of the team that decides which photos get sold on one of the largest, most popular microstock sites in existence. Heâ™s also made tens of thousands of dollars off of his own microstock photography. As a result, no one knows better than he does what it takes to get your photos accepted to stock sitesâ”and what to do to make those photos sell. In Taking Stock, Rob shares his hard-earned insider knowledge on how to shoot, edit, and tag photos so you can earn while you learn, regardless of which microstock agency youâ™re using. Â In this book, youâ™ll learn how to look at the world through the eyes of designers, photo editors, and stock photographers. Youâ™ll also learn the importance of focusing your energy on creating stock content that resonates with your passion for photography. But we all know time is money, which is why Rob explains how to set up an effective digital workflowâ”the real key to making money in the high-volume, low-cost microstock market. By the end of this book, youâ™ll look at your work with new eyes, enabling you to make more money doing exactly what you love: shooting photos that sell. Â You will learn: How to license photos as stock What photos are in demand The components of a successful digital workflow How to use titles, descriptions, and keywords to give yourself an edge Specific tips for shooting food, people, places, nature, objects, animals, and more Editing techniques that will make your shots sell

Book Information

Paperback: 240 pages

Publisher: Peachpit Press; 1 edition (August 23, 2010)

Language: English

ISBN-10: 0321713079

ISBN-13: 978-0321713070

Product Dimensions: 7.5 x 0.4 x 9.1 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (32 customer reviews)

Best Sellers Rank: #374,349 in Books (See Top 100 in Books) #74 inÂ Books > Arts &

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Customer Reviews

I just finished the book "Taking Stock: Make money in microstock creating photos that sell" by Rob Sylva and it's coming to you with a two thumbs up recommendation (if I had more thumbs it would get them too). Rob comes at the subject of stock photography from both sides of the fence, he is a stock photographer AND an image inspector for iStock Photo. This book is well written, it has a ton of images that help demonstrate and reinforce what he has to say, and is very easy to follow and understand. One of the things I really like about the book is the inclusion of the images from other stock photographers, including their thoughts and ideas behind that image, and their advice to those considering entering the field of stock photography. Some of the chapters are: * Tools of the Trade * Shooting Tips From the Pros * Digital Darkroom * Digital Editing And these incredibly important topics: * Avoiding Rejection * Seeing Like an Inspector These two chapters alone are worth the price of admission and who would know better than an image inspector? Rob asks a simple (but powerful) question, "are you working inside the sweet spot of your equipment?". Great question. Why ask your gear to do something it was not designed for, know your limitations and work within them. He also provides a download link to a group of his own images that he rejected and includes text explaining the reason for their rejection, a great learning tool. And he wraps up the book discussing the importance and the "how to" of meta data, titles, descriptions, and keywording. It doesn't matter how good your images are if a potential client can't find them while searching.

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