

Frequently Asked Questions - Outdoor Photography

1- I am fairly new to photography and would love to make a career out of it. How much experience do I need for this course?

You do not need a lot of experience but I will say that this course does not cover the absolute basics, so an understanding of Photography 101 will certainly help with understanding what is in the course.

2- Do I need any equipment?

This course is an opportunity to learn about how to shoot and how to sell, so you can learn that without even owning a camera. There is a lot of coverage on how to compose great images and you can watch those lectures then go practice. There are also lectures on flash and lectures on photographing outdoor products for the working professional, so if you plan to add that to your business, then you will need that gear at some point but not necessarily today.

3- I shoot some nature but shoot a lot more kayaking and climbing. Does the course cover that?

Yes, it does. I have shot a lot of adventure photography in my career and sold many of those images to magazines and clients. So I cover in good detail how to shoot those subjects and market and sell right alongside nature photography/.

4- I already have a lot of images I would like to sell. Will this course show me how?

Yes, how to sell your images and negotiate the sale is covered well as well as a strategy to understand which of your images will do well in the markets and which may not.

5- I need help organizing my business so is that covered?

Yes, this course covers how to organize your often and how to organize your photo files using Lightroom.

6- Will I need to market and sell myself and my work?

Generally, the answer is yes, but not absolute. Many photographers prefer to just photograph and rely on others to do the marketing and this is possible, but more probable for a well-established pro. In the beginning most photographers need to run their own business and that require selling and marketing. The good part is I show you how to do that based on my 30+ years of marketing my business.

7- Someone wanted to buy one of my pictures and I had no idea what to charge. Does the course cover pricing?

Yes, pricing is covered in-depth and the course includes a pdf you can download and keep.

8- I would like to work for magazines and outdoor related companies. Do you cover assignments?

Yes, assignments are included in the course and I think, are crucial to success for the outdoor and nature photographer. Included are marketing strategies, how to find customers, how to plan for big assignments, and more.

9- I plan to work locally as an outdoor photographer and want to design a nice portfolio.

There are many ways to design a portfolio and just as many ways to present it. Included in the course are samples of my portfolio and how I presented it to clients.

10- What do I need to know before starting this course?

You really only need some basic understanding of shutter speeds and f/stops because this course is designed for those who are interested in mastering the craft of nature and adventure photography. Everything beyond the basics is included in the course and I can say with confidence, you will have a great idea on how to shoot and sell your work when you finish the course.