

Start A Big Profit Microstock Photography Business

**12 Fast & Easy Steps To Make Other People
Sell & Resell Your Images on Autopilot**

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<http://PhotoBusinessGuide.com>

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Start A Big Profit Microstock Photography Business

If you, like most other hobby photographers would like other people to sell **and resell** your images on autopilot while you collect the money, this is the most exciting special report you'll ever read.

Listen carefully:

About 50,000 to 100,000 images are sold every day and the photos are used for magazines, books, websites, reports, brochures and many other purposes.

Stock photography is often used by graphic designers to create advertisements, websites, brochures for promotions but there are many other applications as well. Often stock photography is used in magazine or newspaper articles, or by tourist centers.

These are just a few examples of how stock photos are used by publishers.

Publishers used to hire photographers or use in-house photographers to take all the photos they needed but most publishers can't afford to hire photographers any longer so nowadays they mostly buy photos from stock agencies.

Thousands of stock agencies are now eager to market, sell and resell photos, taken by photographers exactly like you (I have a list of nearly 2,000 stock agencies in my private directory).

Here's how it works:

- You take images
- You upload your images to the microstock agencies
- The stock agencies market your image for you
- A photo editor finds your image and buys it
- You get a **commission** (percentage) of the sales price
- Then the agency continues to market and resell the same photo for you as long as you wish to collect money (forever I guess :-)

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Do you see the power of this?

You take images, which happens to be your hobby right?

Then the stock agency do all the grunt-work to market and sell the images for you and finally you collect the money.

I don't know about you, but collecting money is also something I gladly do, any time, any day. Especially if the money is generated from my hobby.

Definition of Commission

Commission is a payment for services rendered or products sold and is a common way to reward sales people.

Payments is often calculated on the basis of a percentage of the goods sold. In the case of microstock photography the photographer receives a percentage of the sales price for the image each time the image is sold.

Stock photography really is as close as passive income you can get. It's a one time effort from your side, and then someone else do all the marketing and sales for you. Many photos can sell 30 years later so it's a great extra source of income after you retired.

There's no cost to join a stock agency and they won't charge you a penny unless they sell one of your photos so it's financially risk free from your side.

Stock photography can easily be combined with other work if you're not ready to go full time yet (I always recommend you try it out part time before you quit your day job).

Let's now take a closer look at stock photography.

There are different types of stock photography, and you should know the differences.

Royalty free stock photography means that pay only once for the image, but can use it multiple times.

However, there are usually some limitations how the image can be used and the buyer cannot distribute the images freely to others.

The photographer also still owns the copyright to the image so when someone buys an image, they are only getting a license to **use** that image. They're not getting full ownership rights...

Microstock photography is a relatively new business opportunity, and in general falls into the Royalty Free Stock Photography area.

The main difference however, is that microstock images sometimes sell for as little as one or two dollars sometimes while regular Royalty Free stock images sell for as much as \$60, \$90 and even hundreds of dollars (sometimes even thousands).

But remember that the total revenue = #sold images x average price so even though you get very little for each sale the high number of sales can compensate for this. Microstock images usually sell in much higher numbers due to the low price.

Rights Managed Stock Photography is more controlled and often allows only a limited number of people to use a particular photograph at any given time.

Clients often pay much higher fees for Rights Managed photography, and the images are subjected to many more restrictions as well.

For instance, coca cola typically want exclusive rights to images they use in their advertising, imagine if Pepsi Cola uses the same image at the same time.

In this special report we'll focus on microstock photography but most of the content is valid for traditional stock photography as well so keep on reading.

Microstock Photography and Equipment

A common misconception is that you need the latest 24 MP camera to become a successful stock photographer but that's far from the truth. OK, having a professional camera and lenses is great but you can get by with much less.

Here's what you need:

- A basic computer - PC or MAC
- An image editing software (there are some great free software available)
- A DSLR camera with minimum 6MP resolution
- An Internet connection

That's pretty much all you need to get started in terms of equipment and as you see, I didn't list a 24MP camera or even a 12MP camera.

You most likely got what you need in your hands already today.

Let's now get practical, roll up the sleeves and dig right in to the step-by-step plan that takes you from being a wannabee microstock photographer to a published and acclaimed photographer with a big profit microstock photography business.

Turn the page and read on. This is gonna be exiting, I promise you.

12 Fast & Easy Steps To Make Other People Sell & Resell Your Images on Autopilot

STEP #1: Research for hungry buyers

The biggest mistake most photographers do is to first take loads of images and then hope and pray someone will buy the images.

BIG, BIG mistake.

It's like carpet bombing the stock agencies with images and hope some of them will hit the target. I call this the B52 tactic...

Imagine instead a F15 Hornet take aim on the target, then release a laser guided missile and a few seconds later the enemy (a.k.a competition) is annihilated.

That's what I want you to do, first identify a well defined target with laser precision, take images for that target and sell the crap out of your competitors.

Definition of Demand

Demand is the desire to own something and the ability to pay for it and the willingness to pay for it.

Read that sentence again because it's so important. You need to find a market with buyers that has a desire to own, ability to pay and willingness to pay.

It doesn't matter how beautiful your images are if those criteria's are not fulfilled. Comprene!

Finding a market with high demand is critical for success but the problem is, how do you find such a market?

A secret tactic I use to find such a market with hungry buyers is to simply spy on the photo editors. It's a sneaky but brilliant and perfectly legal tactic.

But more about that later...

STEP #2: Leverage on your strength

There are a few important questions you must ask yourself before you start:

- What am I passionate about?
- What special knowledge do I have?
- What special knowledge can I easily access?

Working with something you like is a pleasure and working with something you hate is a nightmare. In other words, don't try to enter the market animal photography if are allergic to animals.

Markets you have special knowledge in and special access to, can also be very lucrative, especially if they are difficult to access by others.

STEP 3: Research for lame and lazy competition

You might have found a market in step #1 with lot's of hungry buyers but what if the competition is grueling?

Definition of Competition

Competition the effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms

Offering the "most favorable terms" in this case means favorable for the buyer (not you). High competition in general means it's either (a) more difficult to sell or (b) you can sell but to a lower price.

Warning: If you find a market with no competition it probably means no demand also. Some competition is usually a good indication that there is a demand also (stop dreaming that you will be the first one to discover a new profitable market).

Your next task is to identify a market with limited competition and the best tactic I know is simply to spy on your competition.

It's easy, it's ingenious and it's a remarkably easy way to do it as you'll see below.

Keep on reading.

STEP #4: Determine your market

Now it's time to select the perfect market to enter but what is the perfect market?

The perfect market is a market with:

- Lot's of hungry buyers
- Limited competition
- Something you're passionate about

You should already know what you're passionate about but how do you find markets with hungry buyers and limited competition?

Easy, you spy on your competitors and photo buyers. It's a bit sneaky but it's perfectly legal and it's a brilliant method.

Just go to iStockPhoto.com or any other microstock agency and they will disclose this information for you if you know where to look for it.

Think about it for a while. The number of downloads is the same as demand. Many downloads of an image means lot's of hungry buyers right?

And the number of images in a certain market is the same as competition, right? Many similar images in their databases means lot's of fierce competition.

Below I included a screenshot from the worlds largest microstock agency where I've marked how you can easily find markets with lazy competition and lot's of thirsty (even rabid) buyers by using readily available information.

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Do you see how incredibly easy it is to spy on your competition and photo buyers?

Let's take this screenshot from iStockPhoto below as a practical example on how to find a good market.

The screenshot shows a search interface on iStockPhoto. At the top, the search results are displayed as "980 search results for (Trout (Freshwater Fish) AND Fishing)". A red circle highlights the number "980", and a red arrow labeled "Competition" points to it. Below the search results, there are two sections: "By trout do you mean?" and "By fishing do you mean?". Under "By trout do you mean?", there are two checked options: "Trout (Freshwater Fish)" and "Trout (Prepared Fish)". Under "By fishing do you mean?", there are two options: "Fishing (Outdoor Pursuit)" (checked) and "Fishing Industry" (unchecked). A "Submit" button is located below these options. Below the search results, a grey bar indicates "Displaying 1 to 30 of 980 matches." Below this, four image thumbnails are shown. A red arrow labeled "Demand" points to the first thumbnail, which shows a person fishing in a stream. Below this thumbnail, a red circle highlights the download count: "Downloads: >400". The other three thumbnails show a fish, a person holding a fish, and a child holding a fish, with download counts of >300, >300, and >300 respectively.

All you have to do to find a market with hungry buyers and limited competition is to divide the number of downloads with the number of images for a certain market. The higher ratio you get, the better market is.

In this example we have 400 downloads / 980 images for the market trout fishing which gives us a ratio of 0.408. To make sure trout fishing have enough depth you could even take the average downloads of the first 10 images and divide with the number of images.

Just make sure you use the same method for all markets/keywords when you compare them. And remember that this isn't exact science but gives you a good indication of supply and demand in a certain market. Also remember that if you find a market with NO competition you should probably stay away from it. There's most likely a reason for no competition in that case - many tried but all of them failed because of no demand.

Your first strategic decision is now to decide which market to enter.

Later you'll expand to more markets to enter so you really can explode your sales, but that will come at a later stage. Be patient (yeah, I know it's hard :-)

Still Unsure How to Identify a Profitable Market For Your Microstock Photography?

Surprise! I have a bonus for you, or rather two bonuses to be exact.

I've uploaded two **FREE** videos on my blog on exactly how to pinpoint profitable markets with laser precision using exactly the same **insiders tactic** as I described above but much more detailed.

The two videos are short and concise so you'll understand how to scour for markets with lot's of **hungry and desperate buyers** and **lame and lazy competitors** in 5 easy minutes.

[**Video 1: The Perfect Market Disclosed**](#)

[**Video 2: How to Find Lazy Competition & Hungry Buyers**](#)

Click on The Links Above to Watch The FREE Videos

STEP #5: Shortlist Microstock agencies

Now you need to find a microstock agency to sell your images so it's time for some fun and shortlist all microstock agencies you're interested to work with.

You need to take some notes about each agency you shortlist:

- Commission they pay per sale
- Requirements of camera equipment and images

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- # visitors per month (potential for sale)
- Style and niches they specialize in
- Do they require exclusive rights

Here are two great resources to find the traffic (# visitors to the site):

- <http://www.alexa.com>
- <http://www.quantcast.com>

Please remember that the information you find at these sites aren't exact but they give a good indication. You should not compare the numbers between Alexa and Quantcast so use only one of the sites to compare the traffic between the microstock sites.

STEP #6: Select one (1) agency

You need to keep things simple so start with only one agency in the beginning to avoid being overwhelmed by different requirements and submission guidelines.

You can and absolutely should scale to many more agencies after a while but more about that later (this will be a nice surprise).

Based on the notes you took in step #5 you now need to take your second strategic decision based on the following criteria's

- High commission is obviously good
- High #visitors per months is good
- Requirements on exclusive rights is NOT good unless they pay a huge commission
- It's good if the agencies style and markets they target is a good match with your style and target market

You must now decide which stock agency to partner with.

STEP #7: Select images with good technical quality

Weeding out images with questionable quality is critical for your first submission.

Here's a simple checklist with common technical issues that could get your image submission rejected:

- Image noise
- Blurry or unsharp images
- Chromatic aberration
- Interpolation artifacts
- Color cast
- Dust
- Leaning horizon or leaning buildings
- Contrast issues
- Badly exposed
- Wrong file formats
- Wrong resolution
- Excessive sharpening

Always select **ONLY** your **VERY BEST** images for the first image submission because the QC controllers will be extra picky in your first submission.

Even worse, if you fail to get only one image accepted they might reject your whole batch, especially if it's your first submission.

Read the submission guidelines and make sure you don't violate any technical requirement.

STEP #8: Select images that are commercially useful

Even if your images are technically perfect they might be rejected if they are useless for commercial purposes so don't bother to submit images from lovely aunt Molly in her couch unless there's something else in the image making it commercially useful.

Here's a simple checklist with common commercial issues that could get your image submission rejected:

- Inappropriate images (pornography, glamour etc.)
- Images with no demand
- Images they already have too many of
- Bad composition
- Too tight cropping and framing
- Images outside the agencies target market

Always read the submission guidelines carefully and weed out images with questionable commercial value.

Note: here you should put the highest priority on images that falls within the market you identified in step #1-4.

STEP #9: Remove images with potential legal issues

It's potentially dangerous to ignore this step because you might end up as a jailbird or end up in the poorhouse if you're not careful.

You need to have a basic understanding of the law before you make your first submission. It's luckily not that complicated and the most important parts can be condensed in a few bullets:

- Always make sure you have a signed model release if you sell the image for commercial use (advertising etc.) and the image contains recognizable individuals.
- Always make sure you have a signed property release if you sell the image for commercial use and the image contains recognizable private property.

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- ☑ Always make sure you have a signed model release or property release if you sell images with Royalty free license and the image contains recognizable individuals or private property
- ☑ You can sell images with recognizable individuals or private property without model or property release but only if you sell the image with Rights Managed license for editorial use
- ☑ If there are several recognizable individuals all of them needs to sign the property release
- ☑ If the recognizable individual is under aged the parent must sign the property release.

I recommend you always try to get a model release whenever you can. Imagine Coca Cola offered you \$20,000 for exclusive use in one of their campaign and you didn't have a model release. That would suck, right?

Definition of Model Release

A **model release**, also known as a liability waiver, is a legal document typically signed by the subject(s) of a photograph granting permission to publish the photograph in one form or another.

The legal rights to the photograph is subject to the allowances and restrictions stated in the release.

In some cases the photographer may pay a compensation to the photographed for signing the model release.

Both you, the stock agency and the end user could be sued if you break the law so always be careful with commercial issues.

I've created a [free video](#) to to help you stay on the right side of the law. Watch the free video by clicking on [this link](#).

Disclaimer: I'm nor a lawyer neither a professional on legal stuff and I recommend you always ask for advice by a trained professional.

STEP #10: Key-wording your images

The greatest lesson I ever learned about microstock photography is that key-wording is extremely important. It's not sexy or fun but this is where you eventually will crush your competition if you do it right. Most of your competition will luckily do it completely wrong so you can get an enormous advantage here.

Listen carefully.

Some microstock agencies have millions of images in their databases and the method the photo buyers use to find the right image is to search for certain keywords they think is relevant for the image they need.

It works much in the same way as when you search for something on Google. You type in a few keywords and Google presents the result the search engine think is relevant.

But Google and all other search engines have a big problem with images.

You can easily see what the image is all about just by taking a quick glance at it but for a search engine it's not as easy. They are simply clueless if you don't help them to understand what the image is all about.

No one will find your images if you ignore to include relevant keywords.

Tagging your images with relevant keywords is an absolute must if you want the photo buyers to find your images.

Not just one keyword but many keywords (as long as they are relevant).

In most microstock sites you also can write a short description and a headline to your images. Also use this opportunity to include some important keywords in the description.

Here's a few important types of keywords you should try to include:

- Where the image was taken (city, national park, country)
- What is in the image (Empire state building, Niagara falls)
- Emotions expressed in the image (happiness, loneliness)
- Concepts involved (cooperation, complexity, security)
- Orientation (vertical, horizontal, panoramic)

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- Race (Asian, Black, Caucasian)
- Age (11-12 years, senior)

Note: Include as many keywords you can as long as they are relevant but **never include irrelevant keywords** just to come up on the search engine result page.

You have two options to upload the keyword to the microstock agencies website.

- Type in the keywords after you uploaded the image and got it approved
- Embed the keywords inside the image so they automatically are uploaded when you upload the image.

Embedding the keywords in the image is obviously preferred because you only have to do it once and get the keywords automatically uploaded to the site. You can save lot's time if you submit images to many stock agencies.

The problem with embedding keywords in images is that you need special software to do it and not all stock agencies support it. You also need to decide which keywords to use before you upload your images (but you can always add keywords later).

If you decide to manually type in the keywords you can just create a simple text file with keywords for each image and simply copy and paste the keywords to the website. This is also fast and easy so don't panic if you can't afford software to embed keywords or don't know how to do it. This is how I started out and often still do.

STEP #11: Submit your images

You're now ready to submit your first images! This is a big step and a very important milestone for you.

I hope you realize the magnitude of what you learned in the previous steps and I will summarize the key points to make sure you remember them.

Step 1-4: You identified a market with hungry desperate buyers and limited competition. You hopefully also selected a market you're

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passionate about but that's optional (but it certainly helps to keep the motivation up).

Step 5-6: You shortlisted a number of stock agencies and prioritized them based on some important criteria's to maximize your success.

Step 7-9: You selected your best images based on technical quality and how useful they are commercially. You also saved your own ass by removing images with potentially legal issues.

Step 10: You tagged all your images with relevant keywords to make sure your images are found by the photo buyers when they search the database.

If you follow these steps you're miles ahead of your competition and you can literally run circles around them. They will have no clue what hit them when you enter the market, all they will know is that you crushed them.

Now it's time to submit your images. Most agencies nowadays support digital upload via the Internet but some "anti technology" agencies might still require you to submit CD's or DVD's. They are relatively few though so I'll assume they accept that you upload your images over the Internet.

Make a final check to make sure you upload the right images and use the upload interface the agency provide. It's usually self explanatory how to do it so I won't bother you with too many details here.

After you bumbled through the previous steps a number of times you'll realize you need one extremely important tool to save time and reduce frustrations to a minimum.

You need a checklist

... that covers all important activities and helps you do them in the most time saving order. I don't know how many times I've completed preparing the images except I forgot one important step in the beginning and had to REDO everything from scratch.

Not only does it waste you time but kills your motivation and good mood too.

I soon realized I need a good checklist and I now always have a laminated copy of my checklist within an arms length from my computer. Nothing, and I mean NOTHING can separate me from my checklist.

Definition of Checklist

A **checklist** is a type of job aid used to reduce failure and improving effectiveness by compensating for potential limits of human memory and attention.

It helps to reduce failure, save time and save money in carrying out a specific task.

You can get a condensed version of my personal checklist at [this link](#). No it's NOT the [full checklist](#) I'm using personally but it's still a great checklist :-)

FREE Online Video Presentation How to Get Your First Image Submission Approved

Join the free online video presentation "**How to quickly and easily get your first image submission approved**".

No special software or knowledge is required to participate. Just click on the link you'll get in your booking confirmation email and you're ready to participate in the video presentation.

It's great fun and you'll discover the insiders secrets to getting your first image submission through even the most overzealous QC controller.

Here's what you'll discover:

- The most common mistakes beginners do and how to stop all mistakes dead in their tracks
- My secret weapon to get images approved quickly and without frustration. Hint: I'm referring to my acclaimed [checklist](#) :-)
- How to save time and make every submission a run smooth like a Swiss watch
- Bonus:** Q&A session during the video presentation. Get your questions answered

==> [Click HERE to Register](#) <==

STEP #12: Wait for approval

After you uploaded your images you usually have to wait a few days before you know if they are accepted or not. If you followed the advice in the previous steps you have a good chance to get them accepted in your first attempt but don't give up if you failed the first time.

If they are rejected you need to find out why. It's not always easy because many agencies just say "rejected" and leave some vague reasons why. Analyze all information you have and redo step #7-12 again and do NOT give up. It sometimes takes a few attempts but eventually you get the hang of it.

If you're images are approved then congratulations!

After your images are approved you still have some work to do. First you have to give the images a title and don't forget to include the most important keyword in the title if possible.

You also should write a short description of the image and here you should also include keywords whenever you can.

If you didn't embed the keywords in the image you now need to copy and paste your keyword from the text file to the web interface.

REMEMBER: Keywords are extremely important to make your images visible when the photo buyers search for keywords. Without relevant keywords your images exist in vacuum and will not be noticed.

OK, so you have now passed the 12 steps to a big profit microstock photography business is ready to try your wings but guess what...

There's More To Come

I have added two more steps that will transform it from being a "big profit" microstock photography business to a "kick-ass mega profit" photography business.

The last two steps is what separates the leaders from the followers in this business so read, underline and memorize the last two steps.

But before you continue - you need to promise me to take action. It will make you no good if this information ends up slumbering on your hard drive or as a nagging thought in your brain making you feel as a procrastinator. Turn the page and keep on reading.

BONUS STEPS

STEP #13: Rinse & Repeat

You successfully passed all the steps in the process and have your first images for sale so now it's time to rinse & repeat the process.

Here's what to do next:

- Do more of what worked well
- Change what didn't work so well

In short, whatever mistakes you did make sure you don't repeat them again and whatever worked well you simply do more of. Makes sense, right?

But now it's getting important.

STEP 14: Scale and conquer

Even though you passed all the initial steps in the process the work doesn't end here. You now have to run through steps #7-12 repetitively because the more images you submit the more sales you'll get. It's simply a numbers game assuming the quality of your images is constant.

Let's make some simple math:

Assume your average image get's downloaded 5 times / year and the average commission you get is \$1 per download.

Further assume you have 200 images for sale. Your yearly commission is then $200 \times 3 \times \$1 = \600 per year.

Now let's assume you submit 800 more images, then your yearly commission is $1,000 \times 3 \times \$1 = \$3,000$ per year.

Let's now make this go completely wild and assume you submit **the same** 1,000 images to 5 other agencies. Your yearly commission then becomes $1,000 \times 3 \times \$1 \times 5 = \$15,000$ per year.

Now imagine you scale to three more agencies: $1,000 \times 3 \times \$1 \times 8 = \$24,000$ per year in **passive income**.

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Further imagine you have 1,500 images at all 8 agencies. Now you get a passive income of \$36,000 based on the same assumptions.

And we haven't submitted your images to the "traditional" stock agencies yet...

This is why I don't recommend you agree to give the agency exclusive rights to your images because you can scale your profit by simply uploading your images to more agencies almost without any extra effort.

- You have already taken the images
- You have already edited and sorted out your best images
- You have already removed images with potential legal consequences
- You have already key-worded the images

All you have to do is to upload your images to more microstock agencies and collect the monthly payouts. Can you see how incredibly important this is?

While step #1-12 are paving the way it's step #14 that really explodes your profits, almost effortless.

- Take and upload more images (requires effort)
- Submit your images to more agencies (requires almost no effort)

And that folks, is how to get other people to sell and resell your images on autopilot.

Now, one more thing before we close out.

I have setup a web page to help people like you to start your own photography business and it contain lot's of incredibly valuable information that's absolutely free to access.

I'm sure you after reading this free report realize that I deliver great free non B.S content for hobby photographers that want to earn some money with their hobby.

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And if the free information is great, then you should see the exclusive content I provide to my customers! You'll never look back.

All right, I hope you enjoyed this report. But more than that, I hope you put this into practice and see tremendous results for your business.

PETER BERGD AHL

Peter Bergdahl

Publisher, [Photo Business Guide](#)



Recommended Resources

- * [Photo Business Guide Blog](#)
Lot's of free information for hobby photographers how to earn cash from your camera.

- * [Photo Submission Secrets](#)
Several free videos how to get your first image submission approved by the QC controllers. A great resource to save time and reduce frustration to a minimum. You can get my secret weapon here, a checklist including video tutorials how to use it.

- * [Photo Business Club](#)
A membership site for hobby photographers who want to take the next step and become really serious about making cash with their camera. Contains lot's of great free stuff also.

- * [Starting a Field Service Photography Business](#)
Start your own photography service even if you're a crazy bad photographer. A simple camera and extremely rudimentary photographic talent is all you need.