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Microstock Money Shots: Turning Downloads into Dollars with Microstock Photography

By Ellen Boughn



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Today's online microstock agencies make it possible for anyone with a camera to sell their photographs. But the competition is daunting--one leading agency receives 14,000 uploads *each day*. How can you make *your* images stand out--and better yet, sell? In this guide, industry veteran Ellen Boughn reveals everything you need to know, including:

- . How to get started selling your photos
- . What sells and what doesn't
- . How to cast and work with models
- . The fine print on permits and permissions
- . How to reach specialty markets like advertising, retail, news, and education

Packed with hundreds of examples of photos that sell (and some that don't), *Microstock Money Shots* is your key to maximizing views and downloads in the exciting new world of microstock.



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Editorial Review

Review

Microstock Money Shots offers tips from picking the right subject matter to composition, working with models...using keywords, legal forms, and much more...invaluable information --Shutterbug Magazine Dec 2010 Top Photo Books 2010 page 104

Boughn draws on 30 years of experience to create a long overdue handbook for shooting saleable stock imagery targeting "what the market demands year after year" --Rangefinder Magazine. August 2010. LightReading. Jim Cornfield. page 136-138

About the Author

Ellen Boughn has worked in the stock photography business for more than 30 years, holding executive positions at Corbis, UpperCut Images, Workbookstock, and SuperStock. She founded the stock agency After-Image, now part of Getty Images. Most recently, Ellen spent two years advising photographers on stock strategies through a successful blog at Dreamstime, the world's third highest-grossing microstock agency. Ellen is a frequent industry speaker and can be found at www.ellenboughn.com.

Andres Rodriguez (foreword) is one of the world's top microstock contributors. A self-taught photographer, he receives 30,000 downloads each month. Visit him at www.andresr.com.

Users Review

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Dorothy Marr:

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