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# Stock Footage Millionaire: The Complete Insiders' Guide to Producing Stock Footage for Fun and Fortune

*By Robb Crocker*



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Stock Footage Millionaire is a step-by-step guide on how to produce and sell stock footage for profit. As a long time industry insider, Robb Crocker writes from personal experience and shares all of the tips and tricks he's learned along the way. Read this book if you want to learn how to research and find a profitable niche market; decide on the best equipment to buy; find, cast and direct talent; pre-produce and shoot high quality footage; post-produce video clips for maximum sell-ability; and optimize your returns by utilizing keywording strategies and self promotion. With the breadth of topics covered, Stock Footage Millionaire is undoubtedly the most comprehensive guide to making money through stock footage ever written.



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## **Stock Footage Millionaire: The Complete Insiders' Guide to Producing Stock Footage for Fun and Fortune By Robb Crocker Bibliography**

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### Editorial Review

#### Review

"Stock Footage Millionaire is, by far, the most complete guide to producing stock footage published to date. If you are a stock footage producer, pay attention to this. Robb has written a detailed recipe for success that I know works well." --**Jim Goertz (aka VCR), Director, Video Content Development, iStockphoto**

#### From the Author

Stock Footage Millionaire is the culmination of 7 years of really hard work. I love shooting stock footage - seriously, it's really fun - but I will be the first one to say that making money on stock is not an easy venture. How much money you're going to make is entirely dependent on how committed you are, and how hard you're willing to work... and well, ok, there's a little bit of luck involved too... But you should also know that finding success in stock footage requires equal parts artistic talent and logical execution. You could shoot the most amazing, beautiful looking video, but if you don't keyword and market it properly, it won't sell. Or, you could rock your keywording and market the crap out of your library, but if your content falls flat, it won't sell. So there are a lot of things that go into being successful in this industry, and Stock Footage Millionaire is my way of sharing what I've learned through my own experience in hopes that you will build on that foundation and become an even better contributor than I was 7 years ago. I truly believe that better content benefits everyone in this industry, so get on with it, and good luck to you... future Stock Footage Millionaire!

#### From the Inside Flap

"Stock Footage Millionaire is, by far, the most complete guide to producing stock footage published to date. If you are a stock footage producer, pay attention to this. Robb has written a detailed recipe for success that I know works well."

--Jim Goertz (aka VCR), Director, Video Content Development, iStockphoto

"Anyone who calls themselves a videographer or cinematographer should read this book. As someone who works with thousands of stock footage contributors, this book is a comprehensive layout of what one must learn and do to become a top stock footage earner. From purchasing equipment, to preproduction, field production and postproduction, Stock Footage Millionaire covers it all in a comprehensive and exciting way. Robb Crocker has created an important resource for videographers--this is a must-read for people who are already involved or new to the stock footage marketplace."

--Tom Spota, Director of Video Acquisition, Shutterstock

"Stock Footage Millionaire reaffirms what it has taken me many years to learn. It is brilliantly structured, leaves no stone unturned, and offers the detailed workings of one of the world's most successful video contributors. When followed correctly, it really can make you a stock footage fortune."

--David Baumber (aka Multifocus), Director, Wailing Banshee Ltd.

"It's a rare opportunity to get a complete and organized brain-dump from someone currently operating at the peak of his industry. Robb Crocker takes his years of success and lays it out for you in detail, focusing on a serious and lucrative scale of production."

--Lee Torrens, microstockdiaries.com

"About 8 years ago I started selling my time-lapse videos online and was instantly hooked. I soon realized that this hobby could actually turn into a business. I started to research and read everything I could find relating to stock footage production--to my surprise there was virtually nothing out there written on the subject. For years I stumbled along with rejections and re-shoots, learning from lots of trial and error. Robb's book Stock Footage Millionaire finally takes the guesswork out of shooting stock footage, Robb has taken his years of experience and compiled it clearly in his book. Whether you are just starting out in stock footage or are a full time shooter, Stock Footage Millionaire is a must read!"

--Daniel Hurst, VIA Films

"If you're a still photographer considering video production, read this book. If you're videographer and want to grow your revenue and profits, read this book. Robb explores in detail everything involved in successful stock video production. He emphasizes the importance of careful preproduction planning for any videographer who hopes to consistently produce salable video clips. Full-time stock video production is not easy. It is about figuring out what will be in demand and producing it efficiently. Stock Footage Millionaire will give you the tools you need to be an efficient producer, or help you decide if producing stock video is for you."

--Jim Pickerell, Editor, Selling-Stock.com

## **Users Review**

### **From reader reviews:**

#### **Morris Whitfield:**

As people who live in the modest era should be up-date about what going on or details even knowledge to make these keep up with the era that is always change and move forward. Some of you maybe will probably update themselves by examining books. It is a good choice in your case but the problems coming to anyone is you don't know what type you should start with. This Stock Footage Millionaire: The Complete Insiders' Guide to Producing Stock Footage for Fun and Fortune is our recommendation to help you keep up with the world. Why, since this book serves what you want and want in this era.

#### **Patricia Stroud:**

Now a day those who Living in the era everywhere everything reachable by connect to the internet and the resources included can be true or not call for people to be aware of each information they get. How many people to be smart in having any information nowadays? Of course the answer then is reading a book. Looking at a book can help folks out of this uncertainty Information specifically this Stock Footage Millionaire: The Complete Insiders' Guide to Producing Stock Footage for Fun and Fortune book since this book offers you rich details and knowledge. Of course the data in this book hundred per cent guarantees there is no doubt in it you may already know.

#### **Jason Davis:**

Spent a free time for you to be fun activity to complete! A lot of people spent their leisure time with their family, or their own friends. Usually they accomplishing activity like watching television, going to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Will you something different to fill your own free time/ holiday? Might be reading a book may be option to fill your totally free

time/ holiday. The first thing you ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the book untitled Stock Footage Millionaire: The Complete Insiders' Guide to Producing Stock Footage for Fun and Fortune can be very good book to read. May be it could be best activity to you.

**Donald Barber:**

Are you kind of active person, only have 10 as well as 15 minute in your moment to upgrading your mind ability or thinking skill even analytical thinking? Then you have problem with the book than can satisfy your small amount of time to read it because this time you only find book that need more time to be examine. Stock Footage Millionaire: The Complete Insiders' Guide to Producing Stock Footage for Fun and Fortune can be your answer mainly because it can be read by you actually who have those short spare time problems.

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