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Digital Wedding Photography: Capturing Beautiful Memories

Glen Johnson

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Digital Wedding Photography: Capturing Beautiful Memories Glen Johnson
Fully revised and updated! Full-color guide to capturing great wedding images and building a successful photography business

This full-color book from acclaimed professional wedding photographer Glen Johnson not only teaches you how to take memorable photos, it also shows you how to start a wedding photography business. Packed with great tips and savvy advice, this new edition helps you set up efficient workflows, choose camera equipment, manipulate images, make impressive presentations, and launch smart, photo-based marketing strategies to build your business. Best of all, it's loaded with new, superb photos that illustrate photography techniques.

- Shows you how to set up and capture beautiful photos, posed or candid, in all kinds of settings, for weddings and other special events
- Offers practical marketing strategies for building your own photography business, including how to build a fantastic Web site that attracts clients
- Covers current camera equipment and accessories, post-shoot digital darkroom techniques, digital editing software, and how to print your images successfully
- Gives you invaluable insights and tips from the author, who is one of the country's top wedding and special events photographers

Capture better pictures of some of life's most memorable events—and build a sucessful photography business—with this indispensable guide!

From the Author: 5 Tips for Wedding Photography

1) Get to know how your camera reacts to different types of scenes so you can respond quickly during a wedding. This is especially important for extreme light situations, like when the scene is filled with something white or black, or when there is a small shaft of light where you want the proper exposure. Knowing how to react to these situations in advance will allow you to catch moments that pass by quickly.

2) Spend the extra time and energy it takes to really learn how to use Lightroom well. Far too many new photographers expend time learning Photoshop first when Lightroom is a much more valuable tool for the wedding photographer.

3) Spend time and money on networking with other wedding vendors and especially with other photographers. Every friend you make in the business will funnel clients your way.

4) Invest time in learning how to make your own website and how to incorporate basic Search Engine Optimization. The returns you get from this work will reap huge benefits over the years because it opens the door to worldwide advertising which is far cheaper and easier than any other form of advertising you will ever find.

5) When you first start out, try to find an established photographer that will let you work with them for free. If you can't do that, offer to shoot at least 10-15 weddings for free before you start charging money. That

experience, along with reading books, will give you the basic building blocks to get started shooting small weddings for clients with the lowest budget. From there, you can start climbing slowly up the ladder towards better and higher paying jobs.

From the Author: Example Photos



Details: f9, 1.3 seconds, ISO 1250, 16mm
(Click on image to zoom)



Details: f4.5, 1/180 second, ISO 1600, 21mm
(Click on image for larger version)



Details: f2.8, 1/30 second, ISO 4000, 16mm
(Click on image to zoom)

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