

# Get Paid to Take **DIGITAL PHOTOS**



# Contents

YOUR GIVE-AWAY RIGHTS

INTRODUCTION

DO YOU HAVE WHAT IT TAKES?

GREAT EXPECTATIONS

MICROSTOCK PHOTOGRAPHY

SITES THAT PAY FOR YOUR PHOTOS

POSTING YOUR PHOTOS ONLINE

FINAL WORDS

WATCH THE VIDEO

# YOU HAVE GIVE-AWAY RIGHTS!

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# Introduction

You're probably reading this because you have two passions in life. First, you love taking photos. You probably carry your camera everywhere with you, just waiting for a chance to snap a candid shot that tells a little story; you have a passion for that art. But then there's your passion for money. Don't worry, you're not being judged. It's good to be motivated by money. It's what makes the world go round, right? Or is that love? In any case, money may not bring happiness, that's true enough, but it sure makes life a whole lot easier to get through.

And anyone knows that one of the best ways to make money is to take what you love and turn it into a business. Well, congratulations, you have taken the first step towards making money doing what you love: taking digital photos. It seems that not many people know that you can make a good living just by selling photos over the internet. But once you become aware of just how many photos we're exposed to on a daily basis, the realization that you can make money taking great photos should be a no-brainer.

## Photographs Everywhere You Look

You would have to live in a shack out in the woods to not be exposed to hundreds of photographs every day. If you ate breakfast this morning, there was probably a picture of some happy person on the cereal box. If you made coffee, there might be a picture on the can, and that's just in your kitchen. There are photos on the billboards as you drive to work. There

are photos in the magazines when you sit in your dentist's waiting room, and you are bombarded with photos the moment you turn on your computer and start browsing the internet.

The majority of industries require photos for all sorts of number of reasons. Web designers need them for the websites they design for clients, businesses need them for marketing purposes and the media thrives on good photos to highlight news stories. The people who buy these photos want to ensure the photos they use are unique and original and so they pay money to ensure that's the case.

Magazine editors obviously need photos. If you can sell a photo to a magazine, depending on how big it is, it can be a very nice payday. Capture that one candid shot that no other photographer can, and you could find yourself holding a jackpot in your hands. But the list goes on and on. Graphic artists, advertisers, affiliates, scrap bookers, teachers, lawyers, realtors, illustrators, chefs, travel agents, etc. etc.

Photos capture time in perfect clarity. They are the closest thing we have to a time machine. Advertisers and marketers know that proper photos can create a bond with the customer and can make them feel more at ease about buying whatever they happen to be selling.

There will *never* cease to be a demand for good photos.

The point is, every industry needs photographs and, while there are plenty of experts out there who get paid very handsomely for the photographs they churn out, amateurs are able to make

great money doing what they love, too! That's right; you don't have to be a professional. You can go out right now, pick up a digital camera and you can theoretically start making money from the photographs you take.

And I'm going to tell you how.

But, before you go rushing about thinking you're the next Annie Leibovitz, you need to consider if you have what it takes to make money from your photos. That can be a difficult thing to be really objective about, especially when you have a passion for something. The truth is, you might take loads and loads of pictures that you think are just great, but there's no guarantee that any of them will sell.

To fail at something you love to do can hurt deep down in your core. But you must remember that just because your photo might not sell, doesn't mean you're no good; it might not sell for all kinds of reasons. The point is, you need to have patience and make sure you learn how it's done before you start trying to sell your photos for money.

Once you're done reading this, you'll have the tools you need to get started, and you will truly see the potential for making money that may have eluded you all this time.

# Do You Have What it Takes?

Now, don't start thinking that it must be easy to sell photos online, because it's not. Show me one person who's made it big selling photos, and I'll show you ten more just like him/her that don't make anything at all. They could even be taking pictures of the same things. The difference between them is that the person who made it, unquestionably put in a considerable amount of time. So the question you need to ask yourself is: are you ready to put the same kind of time and effort into your photo business?

You must be prepared to put in the required time and you must also remain passionate about what you're doing because that passion, or lack of it, will come out in your photos. And finally, you must have the necessary patience to work at it until you succeed; until you've learned enough to actually know which of your photos will sell, and which ones won't.

Do you even know how to take good photos?

You might take a thousand pictures of your cat, and it's likely not one of them will sell for even a penny. To some extent, that's because cats have been done to death; there are pictures of them everywhere. It doesn't mean to say you can't take great pictures of your cat and you might end up selling one or two. But really, to succeed at this business, you need to step out of your immediate surroundings, get out of your comfort zone, and start thinking outside the box.

Carry your camera with you wherever you go and be on the lookout for an image that just screams, “Take my picture!” This could be a shard of ice hanging from a bridge. It could be a neighborhood dog catching a Frisbee, or it could be the way the sunset splashes vivid colors across the darkened sky. Remember that *you* are an artist and you need to work on developing that artistry, until you find your own way.

Obviously, if you’re going to sell digital photos, you’re going to need a decent camera. But to increase your chances of making sales, you might want to invest in a few other things, as well. For example, have you considered that you may want to doctor your photos so that they come out absolutely perfect? Do you know how to use that editing software to its fullest potential? What about lighting equipment? For some pics, especially studio shots, this is absolutely essential. These are the kind of questions you really need to consider before you try your hand at this lucrative but competitive business.

If you don’t already have a good quality digital camera, quite simply, you will need to get one, and there are a lot of choices out there. There are so many different types of cameras, brands and accessories that it may seem a little overwhelming at first. However, picking out a good camera isn’t really that difficult at all. Simply get online and start researching cameras on Amazon, bearing in mind that you want the best possible *quality* camera you can afford.

For professional quality, you almost certainly need a DSLR (digital single lens reflex) camera. But of course price is probably going to be an issue because they *can* be very



expensive. However, a very good quality camera that is certainly fit for our purposes, need not be. So your job is to find a DSLR camera that is capable of producing high quality images for a reasonable amount of money.

There are a couple of ways you can go about getting a camera that's of good enough quality to take excellent photographs. You can find experts on consumer report websites; you can read product reviews posted by experts online. You can also ask staff that work in the camera sections of your favourite stores. These employees spend all day looking at, talking about, and learning about digital cameras. Ask them plenty of questions and tell them what you're trying to do.

When you have identified the camera (or cameras) that you think is ideal for our requirements, check out online sites such as eBay. Also check offline resources, such as local photography clubs where members may have surplus equipment. You will find that, once you know *exactly* what you are looking for, you might well be able to pick up a bargain.

You may think that digital editing is like cheating. You might think that your photos should be sold based on their own merits; on the natural beauty of the captured image. There are a lot of old timers stuck in their ways that still hold onto those ideas. But the fact is, every industry uses digital editing to enhance photography.

Digital editing software such as *Photoshop* allows you to do all sorts of things to enhance a photograph in order to prime it for sale. Not only can you take the red out of someone's eyes, you

can crop, change colors, change an object's density, create shadow detail, and that's just to name a few things. So if you don't already know how to use any of the common programs out there for editing the photographs, you should get one and learn how to use it so that you can stay abreast, or even get ahead of the competition, many of whom will most certainly be using it.

There is no question that there is a lot of money to be made, but there's also beautiful photography to be made, as well. It really is a great way to earn a living. It's fun, and there's just something fulfilling about knowing that others are willing to pay for the photos you've taken too. However, you must also be ready to deal with rejection - that can be the most difficult part of this whole business.

You may find that you're in love with your photos, but that you're the only one who feels that way. It's kind of like when someone brings along their dog and they go on and on about how cute and loveable it is, but not everyone feels that way. Some people are allergic to dogs, and even though your dog might be lovable, that doesn't mean they want to risk touching it or even being near it.

The point is, you can't please everybody. If you take a really beautiful photograph and nobody else likes it, don't let it get you down. Just understand that your prospect doesn't need that photograph for some reason. Most people buy photos online because they need to convey some particular message. They might need a butterfly photo for a book cover, or a doctor photo for a website. You might have taken the most beautiful

picture of a butterfly, but the image just does not fit their requirement, perhaps because the dimensions, colours, or resolution are not quite right.

You have to be able to handle rejection or else you'll just never make it in the photography business. If you don't make any sales at first, just keep doing what you're doing and give it time as you learn to develop your own style. You must have patience until your efforts begin to pay off. Work day by day, little by little, and you will get better and better. So, if having considered the above, you still think that you have what it takes, and you've decided that you want to have a go at selling your digital photos online, let's get into the meat of this report.

# Great Expectations

It doesn't matter what the subject is, it seems that someone's figured out a way for you to *get rich quick* by doing it. They explain it to you in detail and they may even sell you an eBook or a report, or even a video, and you buy it, only to find out that the tactics don't work. Do you know how many people have actually gotten rich quick from all of the *get rich quick* programs out there?

Neither do I, but here are a couple of things to always bear in mind when you are thinking about making money online:

- If it was easy, everybody would be doing it.
- If it sounds too good to be true, it probably is!

The people that do manage to make it online, often have a lot of free time and a bit of luck. Now don't get me wrong. You can make money selling your digital photos online. You just have to remain realistic about your goals. Making money in anything takes time. You may have to start at the bottom, but soon, after enough hard work, you can make it to the middle. Then, if you're really ambitious, well ... who knows?.

Nothing is going to be handed to you on a plate and you're going to get rejected (a lot). You're likely not going to make much when you first start out, and you are going to have to build a solid foundation, which is learning as much as you can about the trade. You will then build on that foundation with more education and more hard work. But eventually, you'll become proficient enough that you'll be able to spot those

winning photographs and that's when you'll start making good money.

It could take six weeks, it could take six months and it could even take a couple of years. But if this is something you really want to do, you'll do whatever it takes to become as good at it as possible.

Although it may be unlikely, there is always the hope that you'll get that one winning photograph that takes the world by storm. You know the photos I'm talking about. These are the ones that either touch people deeply, or they're so funny that people can't wait to share them with others. The photos that make the most money include those of celebrities, funny candid photos and heart-wrenching photos like the one of the fireman holding the injured child right after the Oklahoma City Bombings.

Some of these photos end up making huge amounts of money, but managing to take such a photograph is something akin to winning the lottery. So, whilst it remains possible for you to take a photo that could potentially make hundreds of thousands of dollars or more – after all, that's exactly what the paparazzi specialize in doing - it may be best not to focus on looking for photographs like those.

Instead, focus on the photos that you think are good, and try to put your own stamp on them in some way. If you take enough of this type of photo, you'll eventually build a solid reputation. As long as you're consistent, you'll eventually be able to sell as many photos as you want, and you'll make good money in the process. But remember that you have to get really good at your

art if you hope to make enough money so that you never have to work again, which is certainly a very realistic goal for you to be working toward.

Now that you, hopefully, have some realistic expectations, let's find out how to sell the photos you do take, so that you can venture forth on your journey to becoming a photo professional photographer.

# Microstock Photography

You may have heard of stock photography. This is where an image is licensed to be used by a specific person for a specific reason. For instance, a webmaster may need a certain type of photo for a website, so he/she decides to buy rights to a suitable image so that he can use it legally. Although there are a few good sites that offer completely free images for use in this way, the very best images are always to be found on stock sites and these days, webmasters and other digital product creators, are generally willing to pay for them.

Stock agencies are typically very picky about who they will accept as a photographer. So if you don't have that much experience, but you're excited at the prospect of making money from your photos, you'll be happy to know that an offshoot of stock photography exists on the internet; this is known as microstock photography. Microstock photography sites encourage professionals, amateurs and hobbyists alike to submit their photos for sale, and these sites get almost all of their photos from individuals just like *you*.

They are also known for their low prices - that's both good and bad news for us. These microstock sites typically charge anywhere from \$1 to \$10. The good news is that low prices mean that customers are likely to keep coming back for more. You might form a long relationship with a client who loves your work and can only afford to pay the nominal fee the site charges for your photos. And, while it may not seem like much

money, it all adds up if you're a good enough photographer and you're able to sell a lot of photos.

Selling your photos on these sites sounds great, doesn't it? All you have to do is take the photo and the site does the selling for you. Believe me, this is much better than taking your photos and trying to sell them yourself. While you can make more money doing your own marketing and selling, it is basically a whole lot more effort to get started. So using one of these sites is a great way to get going, until you're good enough to venture out on your own.

Now, let's take a look at some of these microstock photography sites so that you can decide which to use.



# Sites that Pay for Your Photos

Once you are ready to publish your photos online so that you can actually make some money, it's time to find some microstock sites and start uploading your photos. You will find that some sites pay more than others, and you'll also find variations in the terms as well as methods of payment.

## Shutterstock

This microstock site can be extremely lucrative, but first you have to be accepted. The main complaint you may hear about Shutterstock is that they're picky about who they accept for their site. To get accepted, you must send in ten photos and have at least seven of them accepted by a review team. It's not uncommon to have to try a few times before eventually getting accepted on this site. But if you can get in, the income potential is quite high.

## Dreamstime

This microstock site has a proven track record and it gets many visitors per day, and it makes many sales. When you submit your photos to Dreamstime, you stand to make 50% commission on each sale, and the best part is that you don't have to send any test photos in order to get accepted. So this might be a good site to start with until you get a little more experience.

It must be emphasized that although they accept unknown photographers, they do check all of the images they receive and they will reject any photos that they deem are of low quality.

## Fotolia

Fotolia is a newer arrival on the microstock scene, but they are quickly gaining popularity and they have customers that span the globe. Fotolia isn't known for high commissions, but your asking prices can go up once you move up the ranks by getting more sales. The most common complaint about Fotolia is that they have a *blacklist* that includes photos they no longer need. If you were to shoot a lot of horse photos, for instance, they might decide they don't need any more, and your horses might end up on that list.

## General Advice

*Shutterstock*, *Dreamstime* and *Fotolia* are definitely the main microstock sites that most people use to successfully sell their photos. But do also bear in mind that new sites are popping up all the time.

When evaluating a potential new site, make sure you're dealing with a legitimate site. Whenever something becomes popular on the internet, such as making money by taking photos, it seems that scam artists can't wait to capitalize in some way. So check out the sites you're considering before you register. Check user reviews, look at the site's operations and make sure you will be paid when your photos do sell.

## Maximize Earnings

The ideal move for anyone who is serious about making money through selling their digital photos is to submit photos to any legitimate sites you come across. That way you stand to get much more exposure, and it also allows you to test different photos to see which ones the market likes the most. But for maximum success, you need to know how to market your photos, how to make them attractive for buyers, and you need to know exactly what kind of photos to take.

Once you learn the process of selecting the right photos, and marketing them so that buyers can't turn them down, you'll be able to experience the joy that comes from selling the photos that you took with your vision, your passion and your own hard work. So, what process should you follow? How can you make sure that your photos sell the most they can? It's a tricky process, but it's not hard once you get the hang of it. It's all about viewing your photos through the customer's eyes.

# Posting Your Photos Online

When you post your photos online, you are essentially offering them forever. There are various options when it comes to the rights you will offer. But for some pictures, you will effectively be giving up the rights *completely*, to another person to use, however they wish. For some, that's very hard to do, especially if they are really in love with the photo they've taken. For others, they consider they're getting paid so the idea of losing the rights hurts that much less. That's why they're doing this, after all – they are taking photos to make money.

## Pricing

Perhaps the hardest decision you're going to have to make when posting your photos on microstock websites is how much to charge. There is no easy answer to this, but how much you might charge for your photos is influenced by a number of factors:

- How long you've been a photographer
- How many photos you've sold
- How good is the photo in question?

These may be some of the questions in other people's minds when they are considering your photos. If you are a beginner and you don't have many, or even any, sales to your name, customers may be less likely to want to spend a lot of money on your work. Customers will be more willing to take a chance

on you if your prices are low. So resolve to start small, at least, at first. Just do your very best, and always offer your best quality work.

If you want to become good at selling photos, you must study those who are successful. Most of these sites will allow you to investigate the photos that are most in demand, the ones that have sold the most, and the ones that are desperately needed. This information can give you the hints you need to know what to go out and shoot.

When you take a photo with the intent of selling it, sometimes it helps to picture your target audience i.e. the customers who buy your work. What do they typically look for? What sorts of images do they request or regularly buy? What angles do they prefer? What prices do they usually pay? By knowing your target audience, you'll be much better prepared to give them what they want and you'll easily double your chances of making sales.

Some might say that tailoring shots according to what the clients want takes away from the beauty and candidness that makes up the art of photography. But don't newspaper and magazine reporters do that all the time? Their photographers deliberately set out to make money with their photographs by giving the consumers exactly what they want. And that's exactly what you are doing with these microstock websites. You're providing a service - that service just happens to be something you love.

You will find that success breeds success. If you keep at it, you will eventually figure out what sells, you will get better and better and you'll eventually be able to charge much higher prices, so that you end up earning very good money.

## Forums

You can really get ahead of the game if you seek out one of the microstock forums where experts and amateurs alike gather to share tips and tricks of the trade. These forums can not only be a great platform for advertising your art, but you can also learn a lot about the entire process so that you can improve over time.

These forums are also great places to ask about which sites are best for your time and money. You may find that a lot of members have had a problem with one of the sites paying on time. That's helpful information for anyone looking for a microstock site to join so that they can begin their photo selling venture.

# Final Words

If you are really confident in your photography skills, and you know that you can produce the kind of work that people will be willing to pay top dollar for, there are quite a few additional avenues you can pursue. For instance, you could become a wedding photographer – this can be very lucrative indeed. Magazines also pay very well, and so do newspapers.

The bottom line is that if you can take really good photographs, and you're sure they have a market, you should do anything in your power to make that dream of living on the fruits of your art, a reality. So, use the tips and tricks we have discussed, but keep reading and learning on those forums to educate yourself as much as possible. Put ads in the newspaper and online sites, such as on Craigslist. Advertise your skills and tell people where to go online to see examples of your work.

On microstock websites, take care to make your photos look as professional as possible. Make sure you price them according to the guidelines we discussed earlier. If you think you can command a higher price, there is no harm in trying and sometimes, a higher price can actually work in your favour, simply because we all tend to correlate price with quality. So, try to be objective but if your work is truly the same kind of quality as the best photographers in your genre, then try setting your prices at that level and see what happens.

To recap, get the best camera you can afford. Then, get out there and take some of the most beautiful, breathtaking photos you've ever taken in your life. Start posting your work on some

of the many microstock sites; begin with the three we have discussed, but use Google to find others and thereby expand your reach. If your photos are good enough, consider submitting them to the top stock photo sites. Once your photos are up, price them competitively at first. Keep adding photos to your profile and, even if you're not selling, keep shooting and posting.

Pay attention to popular photos by photographers that are selling well, and learn from them. Find out how to create those photos that have people demanding them. The knowledge is out there and people are using it to make lots of money doing what they love. Be patient and be vigilant and soon you'll be able to build an online income.

Hurry, your audience is waiting.

So get out there and start doing what you love!



## Watch the Video

Thanks for reading! I hope you enjoyed the book. We also have a *free* video you are sure to enjoy watching too ...



[WATCH THE VIDEO](#)

Watch the video to discover how you can get started making money with your photography today.

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A Coffee-Time Read

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