Product Photography (Business that Makes You Rich)

Product photography is a business that can make huge profits, but let's say that it is a business that can achieve wealth, as there are many commercial companies and production factories that need to take distinct pictures of the products that they produce or deal in in order to use them later in marketing operations, and certainly These companies and factories seek to deal with photographers with creative and influential ideas, even if their prices are high. What they will pay to creative photographers in terms of money they will achieve much more than when they start implementing marketing campaigns. If you have the desire, you can learn, experiment and search for new ideas, and then enter the field of product photography to create and make money. The field, but before that I will explain to you many other things that you must know in order to succeed in this field, so follow along with me.

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Learn and get certified:

It is necessary to obtain a high-quality education to get acquainted with the latest scientific and practical methods in the field of product photography, as well as you must obtain a strong certificate stating that you have obtained a training course from one of the specialized bodies because the certificate will help you a lot to win business deals, especially from major companies. It is worth noting that the idea of obtaining a training course or an academic study with an accredited certificate may cost you a sum of money, but you can consider it as an investment in yourself and be confident that if you succeed in the field of work, you will achieve the amount you spent to learn within a short time.

Location and equipment required for work:

In the beginning, a room must be provided in the house to convert it into a studio in which work is done on photographing products.

This must be your home in an area with a high standard of living and around it there are many companies and shops,

Otherwise, you can rent a shop, small apartment or studio to work from. After providing the place, you can work on providing the necessary equipment for

work, which are as follows,,

- A modern dslr camera of the nikon or canon type with all its accessories.
- Various lenses that can be selected according to the type of work.
- A modern laptop is preferred from the Apple type, where the display resolution is superior compared to other types of laptops.
- Photoshop or one of the photo-editing programs that you can handle.
- Large white caliph.
- A camera holder and it must be metal and of a heavy type to prevent camera shake and thus image shake.
- Good quality lighting equipment.
- Large table.

There are additional requirements that may appear with time, as this is associated with the type of products you are working on and the ideas you want to implement.

How to start working on product photography:

After you have learned and obtained a certificate in the field of product photography, you can start providing your services to target customers in order to make money, and of course things will not be simple at the beginning and customers will not contact you to get your services, because you simply do not have a large business precedent and do not have enough fame And in order to be able to build a good reputation and earn a lot of money later, you must offer your services yourself to customers at limited prices, and you can even provide them for free. From their products in your studio with professional ideas to use in marketing, and thus it will bring them more profits, and you will certainly succeed in convincing a large number of them, especially if the prices you offer are just nominal or free prices for the purpose of gaining fame and good reputation.

How to market and win deals:

After working for a while to provide your services to customers at nominal or free prices for the purpose of gaining fame, you can start providing your

services at market prices while using your previous works (photos of the products you photographed) when communicating with customers, so that you tell them directly that you have a good business precedent and give them confidence and also to choose Similar ideas to implement them, and how to reach customers, it is possible to rely on some methods and methods, including,,

Communicate electronically via mail with stores and companies in your city and nearby cities to present your offers to them.

Nearby companies and stores can be contacted directly.

Follow up on advertisements in which companies indicate that they need a professional photographer to work on photographing their products in order to communicate with them and present them with your offers.

Trying to build a good reputation on the Internet, you can establish pages on social networking sites where you display pictures, as well as you can provide content about product photography for the benefit of others, as well as to publish your name and thus make it easier for companies to reach you.

You can prepare a good offer and make a paid advertisement and target it with those interested in business and trade, and surely a number of them will contact you to work.

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