

Starting A Home Photography Business

A home photography business does not necessarily require formal photography training. What it does require is a passion for photographic art, an artistic flair, the technical skills to operate the equipment and the ability to market the business. Someone who is still in high school or college can start out preparing for a photography business by taking photos for the yearbook or the student newspaper. A basic photography course would be very helpful as well. Nowadays, it is good to know how to operate both a 35 mm and a digital camera. Local community colleges often have very reasonably priced community education courses, many that involve just one class in the evening or on the weekend. Colleges that offer lifelong learning centers for folks 50+ have courses as well, and some of these are taught by very experienced retired photography business professionals at little or no cost. For example, a 3 megapixel camera should have at least a 256 MB card, a 4 megapixel camera needs at a minimum a 512 MB card. Any camera with 6 or more megapixels should have a 1 GB card. This will eliminate the possibility of ever missing a shot because your memory card is full, or even worse, having to choose which photo to delete because you have found one more that you just have to take. There are many types of photography and the home photography entrepreneur may want to specialize, perhaps in photography for news organizations such as the local daily or weekly paper, in advertising photography for local magazines and local firms that need to market their products. One of the most common forms of home photography business is for events and celebrations such as weddings, bar mitzvahs, anniversaries, and other events. These can be especially lucrative as repeat business and excellent multiple referrals. Travel photographers have exciting home photography business lives, although it takes a lot of skill and a lot of travel expense and practice photography before that first paid vacation is finely paid for. Some folks create a home photography business working as photo journalists or specializing in medical or science photographers. While quite lucrative, these almost require a four year degree with extensive photography and communication training. A college photography internship is a wonderful foot in the door for a home photography business as well. A portfolio is a must for building clientele for a home photography business. This means taking lots and lots of unpaid photo shots to show off exceptional talent to potential clients. Helpful ways to learn the ins and outs of home photography and a photography business are by working as an assistant to a photographer, by joining associations and organizations of fellow photographers and by attending seminars and workshops on home business and photography.

About the Author

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