

# 5 Reasons

## Why Aspiring Photographers Quit in 5 Months

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Imagine you're sitting on the couch, and as they would say in ancient tech days, "Surfing the Web", and you find a picture that makes you feel confident in yourself. You tell yourself, I can take that picture and from that point on decide to become a **professional photographer**! After a few months of constant attempts to become an established photographer you suddenly lose you nostalgia as your just not getting the **response** you wanted from others. Like so many others your \$1200-dollar DSL loaded with all the bells a whistle has now become nothing more than an overpriced paper weight.

**Let's look at the top five things that commonly deter entry level photographer from dreams of becoming pro in the first five month.** We will also address some of the **issues** that professional photographer face and overcome daily to stay relevant in an extremely challenging field.

### *1. Lack of Paying Clients*

**The lack of paying clients can be very frustrating and will often deter anyone's dream of making a living as a photographer.** Many people feel that clients should be clamoring to the phone to book a photo shoot. After all you did spend a small fortune one your camera and equipment, so people should want to book with your right? Wrong. Clients are not likely to hire you without reviewing your portfolio first and understanding they are not obligated to use your service will motivate you to venture out and meet clients at their place of business.

Imagine a new restaurant just open in your city. A few months go by and you still haven't step foot through the door. A few of your coworkers are talking about the new spot, but it's not until a friend tells you of how great a time they had, and how the food was that you decide to visit. The same is true for most of your potential clients. They may know that you are a new photographer in the area but will more often the not wait until they here a good word from a friend or business partner before hiring you for they business. If they are one of the first, they will want to look at a portfolio before signing on as a new client.

**Solution: Build your portfolio before hunting for clients.** A great way to build your portfolio is to join an art collective or social group that has monthly meetups. You can take pictures as a contribution to their site and use the work to contribute to your portfolio. You can offer free head shots for practice, take pictures of family and friends, and get real, honest feedback.

## 2. Budget Limitation

**Pro equipment is very pricy and can be the bulk of your expense budget. The question many photographers wonder is, “Why do have to spend so much money?”** Truth is, pro really mean dependable, rugged, and high quality. Many people are derailed because of the overwhelming high prices of cameras and lighting equipment and let not mention accessories such as stands battery packs and lens covers. To save money, first understand what type of photography style you will be pursuing. Someone who takes still head shots vs sports will have a different choice of lensing and camera brands.

**Some people make the mistake of overspending on their initial budget, and often find themselves having to charge obscene prices before ever turning a profit.** This will more than likely run clients away, because your skill level may not match your pricing and can leave you with a bad reputation for charging too much for goods.

**Solution:** Determine what type of photographer you are. If photos that require movements such as sports photography, you may want to invest in a telephoto lens as you will likely be far away from the action. You can save money by not investing in an expensive tripod that would be more ideal for still shots.

Create your equipment list and stick to it! Follow the list of items you need and only purchase new equipment when you have turned profit. **Remember to be fair and reasonable with your prices, but don't under charge as equipment can still be broken and cost a lot of money to replace.** If you undercharge, you would need a high volume of clients to generate profit for the time you spend charging less. If you increase your time spent on taking on new projects, how will you have time for edits? Remember this; quality over quantity.

QUALITY=

an essential or distinctive  
characteristic, property, or  
attribute:  
high grade; superiority;  
excellence:

QUANTITY=

a large or considerable amount

(IE: More work)

Simply having more bodies of work, is not as impactful as have a high grade of work. Focus on providing higher quality service and allow your product to speak for its self.

## 3. Introduction of Selfies

**Your competition is not only other photographers but every individual with a smart phone.** Now days, phones can produce very high quality pictures. Some of which come with built in filter and editing software make it incredibly easy to instantly upload to social media sites. How can you compete with that?

**Solution:** Offer something unique with your photography that no cell phone can capture. I took this photo in Rome Italy using a light painting technique. Many phone struggle with night photos and cant set exposure time. With my Nikon DSLR I was able to achieve a high fidelity night photo using a manual setting technique.

As advance as some cellphone are, they don't have setting where you can adjust your aperture, or change Sutter speeds. This is an advantage you will have and can explain to curious potential clients.

Master your craft so that when you present your work, it is distantly different from something you could take with your cellphone.



#### **4. Lack of Passion**

**Like a strong relationship, the true test of passion is time. Just like a relationship the first month is often magical.** You and your camera go every place together joined at the hip. When people ask you question like, "Hey, You do photos?" or "I did know you were a photographer!" You hold your head high and grip your camera in hand proudly. By the third month you would be lucky to recall where you put your camera. This often happens because you lose site of what motived you to pursue photography as a passion in the first place.

**Solution:** Creating photo challenges daily that will renew your passion for photography. Scout new locations and find unusual pictures that most people will overlook. Most importantly don't wait until you have a client to take pictures. Pro photographer takes pictures of almost everything they see on a near DAILY basis. They also challenge themselves to try new technique and angles that they are not often conformable with. It really helps you improve your craft and will refresh your passion for photography.

#### **5. Afraid, fearful, Scared of Failure**

**Most people start their business as a photographer, but the fear of failure often paralyzes them.** They ask questions like what if I fail, it a big risk, or it's too much work. Truth is those are all valid point, yet they should not have an impact on your dream. The reality is, regardless your dream can't be realized by anyone but you. If you are comfortable with complacency, and staying in one place, photography is not for you. You must be willing to take great risk in order to reap great rewards.

**Solution:**

- **Make a daily affirmation relating to your craft.**
- **Spend time with likeminded motivated people who are forward thinkers.**

- **Have faith that things will work in your favor**
- **Don't go backwards on your goals regardless how tight things get.**

Ultimately becoming a Pro at anything takes a lot of time and effort. It's not an overnight task and mastery of your craft. This is no easy task, and you must be dedicated in your work and be determined to see it through. For more tip visit [www.flivepro.com](http://www.flivepro.com), or sign up for or newsletter to get access inside advice from professionals in business, marketing, live sound and more.