

Why PhotoByte is Free

Photography is a popular avocation. Thousands of newbies pick up cameras each year and join the throng. Their ambition is to support their art, not necessarily to run a business. But, neither you nor they are in *business* to take pictures; you're in business to make money!

When artists struggle with unanticipated entrepreneurial responsibilities, they do not—or cannot—act like business owners. However, if you don't act like a business owner, it's not likely you'll be treated like one. Artists become indignant when the respect they want isn't forthcoming from their clients. They begin to feel, somewhat irrationally, as though the leverage of a corporate economy is poised against them. Their demands for economic power become more strident, both personally and collectively. They wring their hands about copyright abuses and low fees. Finally, to add to the frustration, the fact that they almost always freelance means they are overburdened with administrative responsibilities that get in the way of creative freedom. They are continually three days into their current photo assignment and six weeks behind on invoices. It's no wonder that cash flow makes a sucking sound.

Consequently, there is a huge rate of attrition. Many photographers fail financially and go out of business. The most insidious thing is that for every newbie who bites the dust, another more experienced and conscientious colleague is dragged down along with him, because his own trade practices and prices have been undermined. Therefore, my concern is not for those photographers who know how to run a profitable business and do so scrupulously, but for those who simply cannot. Naïve photographers have a disproportionate and adverse impact on the entire community of professionals.

For more than thirty years, I have witnessed many individuals, and the same few professional organizations, telling photographers *what* to do to make things better. One might assume that everyone ought to know what to do by now. But they still don't *do* it. Why? Because overburdened freelancers do not have the administrative capacity to act all by themselves. Having been one of those people who pleaded with other photographers to follow better business practices, I finally put my money where my mouth was. It was for self-protection as well as any other motive. I created a tool that covers the “*how-to-get-it-done*” part, and I'm giving it away to you. I have learned that one photographer's success does not depend on someone else's failure. We all need to succeed!

Call me the Johnny Appleseed of the photo business, if you will, but planting seeds of profitability where none had grown before is what I do. I offer no platitudes about business practices and copyright protection without also offering the means to practice what I preach. PhotoByte represents the practical application of all my knowledge about the photo business. It's a solid, practical solution that ends the hand-wringing and helps, instead, to produce measurable, economic results. *And it's free!*

It's like this: If you study photography in school, you need a camera to put what you learn about creativity into practice. Otherwise, it's all just theory. Likewise, if you study the techniques of running a profitable business, you need—metaphorically speaking—another kind of camera, or else, again, the results are just theoretical. By giving you PhotoByte, I'm giving you that camera, the tool you need to use to get the work done right.

Tom Zimmeroff