

A Quick Guide To Getting Started In Stock Photography

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Stock Photography 101 For years stock was simply any images you happened to have on file. Photographers would build up massive collections of out-takes and shots taken on spec, and when they have enough, they'd approach a stock library and try to get 'taken on'. The stock library would reject most of the images on principle and tell the photographer to come back in six months with some more. They'd pick through those and gradually the photographer would build up a decent collection, from which they might earn about \$1-\$2 per image per year. Generally it seemed to work on the 80-20 rule ... 80 of the sales would go to 20 of the photographers. Some photographers with particularly marketable work would do well, while many others would basically be there simply to fill the occasional gaps. The agencies' themselves didn't have to worry ... as long as someone's photos were selling they made money ... it didn't matter who got the actual sales. For most photographers it was a slow, tedious process, and it wasn't uncommon for some photographers to go years without a sale. Agencies tended to demand 'exclusive' rights to a photographer's stock images, usually with contracts lasting 3-5 years or more, so there wasn't a lot a photographer could do except keep submitting and hope things would pick up.

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