



# How to Grow as a Photographer: Reinventing Your Career

*Tony Luna*

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## **How to Grow as a Photographer: Reinventing Your Career** Tony Luna

Are you bored producing the same old work, but do it because it's safe? Are corporate politics, outsourcing, or the digital revolution too much for you to handle? Has a personal tragedy caused you to reevaluate your career path? If you answered yes to any of these questions, look no further than this inspirational guide. Topics include: --Recognize when something is wrong --Use work-history and personal timelines to meld your passions with your career choices --Reeducate yourself when faced with creative challenges --Embrace risk and evaluate your assets to make your next move --Sell your unique vision through a "Passion First" marketing approach --Manage your time and your business effectively --Use time-management techniques to stay focused and increase your creative output. You will also be inspired by the stories of other creative entrepreneurs who have made their own successful transitions. Whether you are a mid-career professional or just starting out, this book will set you on the path to creative and professional growth.

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