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Opportunities for Albury Photographers by [Jeffrey Thurston](#)

Article published on April 20th 2012 | [Photography](#)

Do you want to engage in a photography business that pays? There are a lot of successful online digital photography ideas that a lot of Albury photographers can actually consider and try out. If you have an eye for photography, creative and novel ideas and skills in actually handling digital equipment then this should not be a problem for you at all. What you need to learn is to actually sell your ideas and skills in the internet.

Aside from your knowledge in your craft, you must also know how to deal with the management, financial and legal aspects of this type of business. You must also study how to market this using internet marketing tools. Since we now live in the age of the internet and social media networking, you have to learn how to use these tools for your advantage. Remember that the field of photography is extensive; you have to know where to focus on. The competition is tough so you have to know how you will get ahead in this type of business. There are freelancers that do various types of photography like for a wedding, advertisement, for their online blog, etc. There are also those who engage in providing pictures for weekly supplements.

Stock photography, on the other hand is chosen by some photographers to try to sell their stocked photos online. The internet is a great place to market their skills for any potential customers. Most people get paid on commission basis or every time the pictures are downloaded off the sites. All you have to do is to pick pictures that have originality and creativity in them, making these flexible enough for various photography purposes like for a magazine spread and newspapers. This is a great start for most Albury photographers as there are businesses in Albury that is always looking for photos perfect for their campaigns, news feeds, etc.

How can you make it in the online business? You must come up with a concrete photography business plan. With this properly laid down you will be able to anticipate costs and other needs in starting up a photography business. You will have to come up with a marketing strategy and the parameters of your business. You must know where you stand when it comes to finances. As you go along the photography business you will learn a lot in terms of dealing with people, how the trends work, etc.

Another important step for Albury photographers interested in starting this online business is to open an account exclusively for this purpose. Why? This is to avoid confusion with your personal account, and to keep track of your profitability and other expenses pertaining to your business. Also, it is wiser to have a separate credit card for your business. Make sure that your business is also insured to keep your financially protected. It is important for you to study the business that you are about to engage in so that you do not get lost or suffer from irreversible losses.

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Image Catchers is a photography studio based in Albury headed up by Anthony Van Rompaey, an industry professional with over 10 years experience in capturing the essence of special occasions and unique and personal identities through portraiture. See a [Albury photography](#) for more information.

Article Keywords:
Albury photography

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