

Andaz Salon

Andaz Salon brings to life the creative spirit and local influences of Andaz through evocative content from our Cultural Insiders, inspiring events and stunning photos.



Exploring (and Photographing) WeHo's Cocktail Scene

Guest post by travel photographer/blogger [Jen Pollack Bianco](#) of [My Life's a Trip](#)



Los Angeles is a great city for creative types, but it's not just about movies and music in the City of Angels. The [Andaz West Hollywood](#) is perfectly situated to explore L.A.'s exciting and delicious cocktail scene.

I work as a travel photographer, and taking pictures of cocktails is part of the job description. Here are some tips for where find, drink, and photograph West Hollywood's best craft libations.

Photo Tip: Only take pictures when you have good light

Try shooting food and drinks during brunch or lunch, when natural light is abundant and colors pop. Test out your shooting skills during brunch at The Church Key. The modern American restaurant is popular with locals and visitors alike during dinner, but only brunch comes with \$17 bottomless mimosas and crazy delicious monkey bread.



Take a break from shopping on Robertson Boulevard at Tortilla Republic, which serves the best margaritas in town. They also have a great selection of gluten-free menu items. I adore their Spicy Pomegranate Margarita, garnished with fresh jalapeño.



Photo Tip: Focus on the details

It's all about the salt and jalapeño that makes this image mouth watering.

Hit Happy Hour early, when the light is still good and always take pictures before you take a sip.



Photo Tip: Photograph first, then drink

Craft cocktails earn high marks for presentation, and they look best before you've taking a single sip. The RH Bar at Andaz West Hollywood has fabulous \$5 sangria and delicious pork sliders for \$7.



Jump into a cab or Uber-it to Laurel Hardware for dinner and drinks. Located in a chic space that used to house a neighborhood hardware store, it's my pick for the best cocktail menu in town. Solo diners love eating at the bar or one of the communal dining tables. There's also a gorgeous patio if you'd prefer a more romantic setting.

Photo Tip: Focus is overrated. Embrace the blur!

Laurel Hardware is all about flair bartending and the blur in this image help gives the viewer a sense of being there.

Photo Tip: Focus is overrated. Embrace the blur!

Laurel Hardware is all about flair bartending and the blur in this image help gives the viewer a sense of being there.



Perhaps the most important tip– don't spend your whole night shooting pictures. As soon as you get an image you like, put your camera down, clink glasses and savor the moment. Cheers!

#Food #Photography #Jen Pollack Bianco #West Hollywood #Andaz #LA
#Wanderlust

4 notes





HAVE CAMERA, WILL TRAVEL

HOW TO TURN YOUR LOVE FOR TRAVEL PHOTOGRAPHY INTO A BUSINESS *By Maria Piscopo*

ALTHOUGH EVERYONE LOVES TRAVEL PHOTOGRAPHY, not everyone possesses the skills to turn that passion into a viable business. This month we spoke with six photographers working (and making money) in the travel photography business: Joe Becker, Todd Gustafson, Blaine Harrington, Jen Pollack Bianco, and David and Lina Stock.

Shutterbug: How do you market your photography services? What works best for you and what changes did you make for 2017?

Todd Gustafson: The first tours I led were simply by word-of-mouth marketing. From there it became a network of satisfied clients who spread the word and nearly 80 percent became repeat clients. In hopes of reaching more people, I wrote a 200-page hardcover book called *The Photographer's Guide to the Safari Experience* that became

a standard in the industry and it's still available. Then I had to get a website that represented what the GPS (Gustafson Photo Safari) experience was like. Next up was Facebook. I have met many great people through this medium and many have become loyal clients and dear friends.

The biggest change in 2017 will be the announcement and rollout of the new program, *To the Ends of the Earth*, based on a high-end limited edition three-book set. Book one is *East Africa* with a foreword by Jane Goodall; book two is *Birds of East*

Africa with a foreword by Peter Raven; and book three is *The Natural World* with a foreword by Carl Safina. They are handmade, leather bound, printed on custom paper, hand sewn and glued using 16th-century techniques, and stamped with a gold cartouche. Also, 20 percent of the profits go to Roots & Shoots, Project Tiger, Rain Forest Corridor Expansion in Costa Rica, and the Oceans Foundation. We are also filming a one-hour special for PBS that chronicles the making of the book. The first official announcement will be at the Royal Geographical Society in London.

Blaine Harrington: Primarily, I already know my clients. New people come to me via my website. I continue to travel to create material from new places and

TECHNIQUES / BUSINESS TRENDS

update old ones. Much of my travel is subsidized by people in the tourism business (convention and visitor bureaus, national tourist boards). I have won the Society of American Travel Writers' Travel Photographer of the Year several times and have placed well in the competitions. Winning some kind of award every year for 17 years has helped open a few doors. I plan to travel extensively in 2017 on round-the-world trips for two to three months. All of my trips in years past (until the last five years) were very successful earnings wise. Now with the much lower rates that images are sold by my stock agencies it is much harder to make a good profit on these kinds of trips. You have to be very resourceful.

David & Lina Stock: Since we run an online travel blog, we utilize multiple channels and a large audience and industry network to market our photography. We're constantly showcasing our work on our website, clients' websites, and social media. Social media presence is really important in today's marketing. If you're not using all the platforms, you're missing out on getting your work noticed.

Jen Pollack Bianco: My blog is my personal branding tool. I'm currently redesigning it so it links to my photographic portfolio and I can directly market my services to clients. On occasion I get asked for prints, which always surprises me. Photography printing is very specific and I need to find a way to incorporate that into my business model without being too time intensive. I've found clients through social media



© Joe Becker, Seldom Seen Photography

platforms, including Instagram and Flickr. You need to know how to engage in a thoughtful and non-pushy way on social media. If I'm interested in working with a (travel) brand, I make it a point to try and meet their publicist in person.

Joe Becker: The focus of my marketing is to have a good presence online so that my name and photography comes up near the top in searches. Many of my stock license sales come because a client found my image online. I keep active online by publishing a blog and making new posts, typically two to four times a month. New blog posts are also published on my social media: Facebook, Twitter, LinkedIn, and

Google+. Outside of my blog posts, I'm less active on social media than I'd like and I plan to increase my online presence this year. The other focus is to create projects and shop them to book publishers. I recently had my first book published. This book was the outgrowth of a personal project that I turned into a self-published eBook, which then found a publisher for the physical edition. I am now talking with another publisher about a book for this year.

SB: What skills or areas of expertise do you think a photographer in this field has to develop for a successful business?

Jen Pollack Bianco: Travel photography is always a hustle. I think it's key to understand and utilize social media. If you're working freelance, you need a way to remind people what you do without doing a hard sell. People skills are at least 50 percent of the business. Teaching is a great skill to have. I know a lot of travel photographers who lead photo tours, and they love it. Thinking like an entrepreneur is a great skill to have. Companies like Flytographer are doing a great job finding freelance assignments for wedding, lifestyle, and travel photographers. I also think drone photography is a skill that travel photographers need to master!

Todd Gustafson: I come from a diverse background and a liberal arts education. I think it's vitally important to be exposed to as many ideas and cultures as possible. Every experience becomes part of your view through the lens and helps you decide where to point the camera and when to



© Blaine Harrington III

TECHNIQUES / BUSINESS TRENDS

press the shutter release. Making more interesting photographs then brings positive attention to your work, giving you the best way to market yourself as a travel photographer.

David & Lina Stock: You need good social media skills and an understanding of what drives people to engage online. Knowing how to use these tools will go a long way in securing relevant work. Another key to our success has been networking within the industry. Attending trade shows, meeting with public relations companies,

and interacting with potential clients on social media has helped the success of our business.

Joe Becker: People skills are very important for travel photographers for several reasons. First, part of travel photography is photographing people. You need to be able to relate to your subjects to get good images. Second, a major source of business for many travel photographers is teaching and leading workshops. Of course, people skills also are important for dealing with clients—understanding their

"PEOPLE SKILLS ARE VERY IMPORTANT. YOU NEED TO BE ABLE TO RELATE TO YOUR SUBJECTS TO GET GOOD IMAGES."

needs and discussing how you can help them.

Blaine Harrington: When assisting photographers in New York City in the late 1970s, one thing that amazed me was how many really average photographers were making a good living. They obviously had other skills that are even more valuable than the quality of the photography: knowing how to make money, knowing how to market themselves, having good contacts. After those experiences I felt that being a good photographer was maybe 10 percent of the equation. Also, just being driven, persistent...seeing the top of the mountain and just going for it no questions asked.

I was either brilliant enough or stupid enough (more likely a combination of both) that I never took baby steps. I walked right into the top ad agencies in New York, all of the major magazines there, and fashion magazines in Paris. I wasn't always successful in those encounters, but I had no fear. Having a well-rounded background, both in photographic techniques and interests, really helps make me a better travel photographer. It helps to be good at, comfortable with, and knowledgeable about: people photography, landscape photography, architectural photography, action, aerials, and wildlife. I shoot all of those things and I feel my abilities with them are all strong. I would add that having sold stock photography for so many years—the act of selling and seeing what sells, and seeing what becomes a best seller—has been an education in itself, which I have subliminally added to my shooting. Then when I am traveling, and focused in on a very specific image, I can easily shoot something else I happen to see and know that I see “dollar signs” when I shoot it. All of this becomes engrained in your being, so that you take in this information and this helps you to create even more salable images. ■

RESOURCES

JOE BECKER: seldomseenphoto.com

TODD GUSTAFSON: gustafsonphotosafari.net

BLAINE HARRINGTON: blaineharrington.com

JEN POLLACK BIANCO: mylifestravels.com

DAVID & LINA STOCK: divergenttravelers.com



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[Photography](#) / [Tips & Tricks](#)

January 18, 2017

How to Photograph Iceland's Northern Lights

Beginner's Guide to Photograph

The Northern Lights



Camera

or



Smartphone

1 The Placement



The right angle



Use a tripod

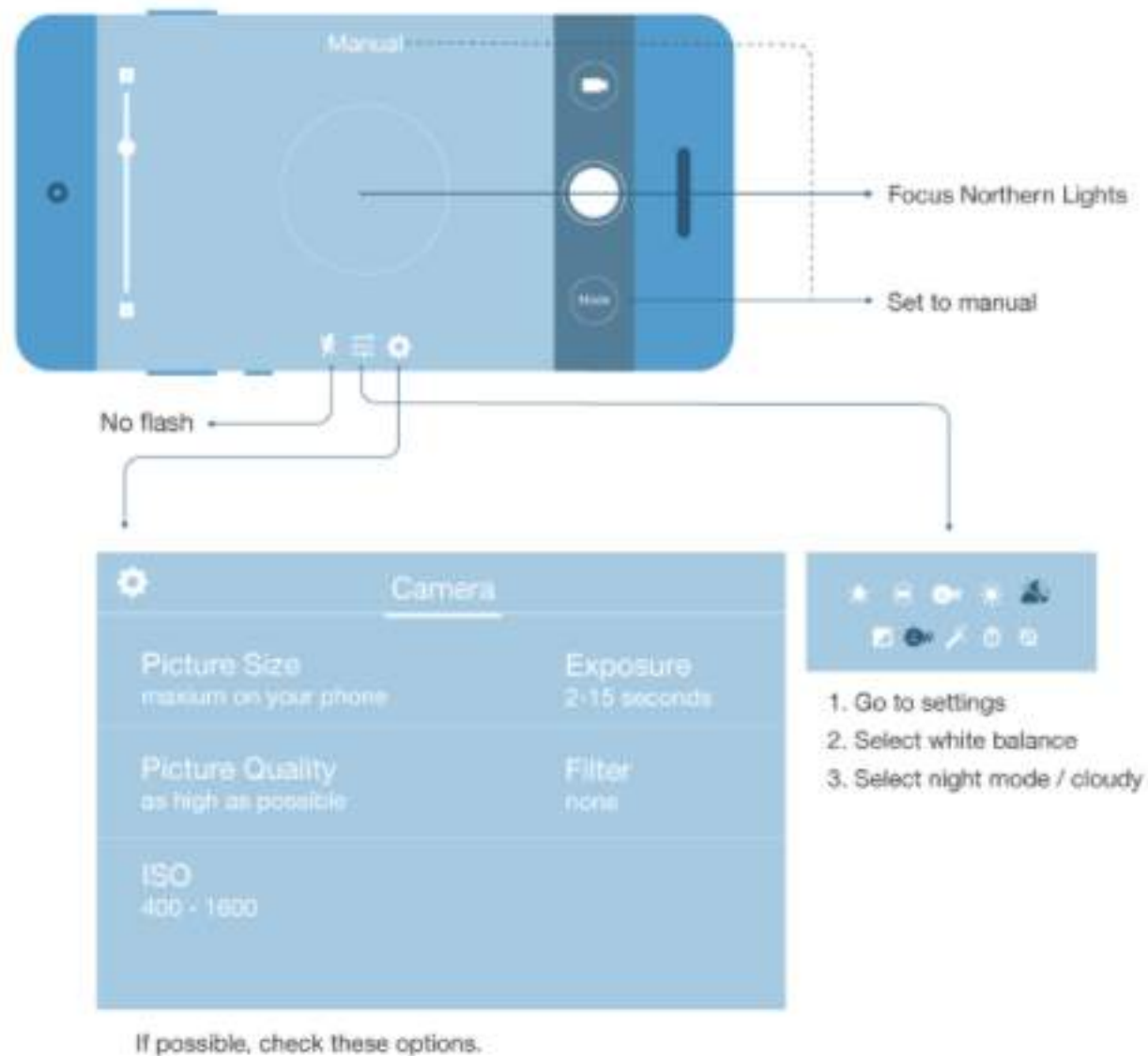


Don't be shaky



Landscape mode

2 Manual Phone Settings



3 App Tip



Link: <https://goo.gl/kdeQtd>

Use QR code

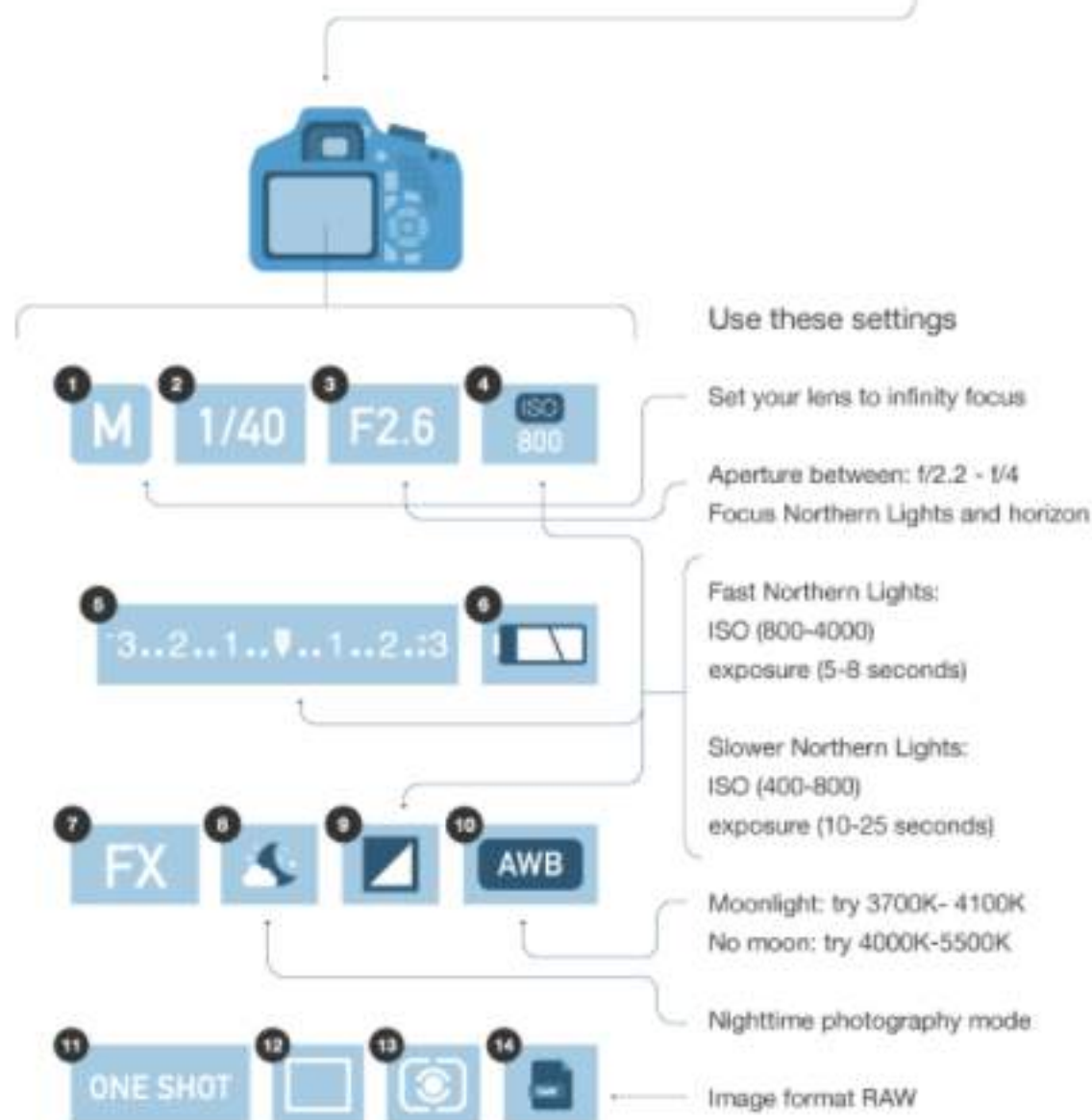


1 Prepare Camera



1. Wipe lenses to remove any moisture
2. Use a wide angle lens if possible
3. Keep it stable (with a tripod)

3 The Correct Setup



- 1 Shooting mode
- 2 Shutter speed
- 3 Aperture setting

- 4 ISO speed
- 5 Exposure level indicator
- 6 Battery level

- 7 Effects
- 8 Night mode
- 9 Exposure

- 10 White balance
- 11 AF mode
- 12 Drive mode

- 13 Metering mode
- 14 Image format

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Iceland, [the land of fire and ice](#), is every adventurer's dream destination. Ask a globetrotter about their bucket list and you will surely find out that Iceland is at the top! Volcanoes, glaciers, black sandy beaches, the Northern Lights or nights spent in igloos, are all teasers to an adventurer's spirit.

iPhone / Smartphone Apps for Northern Lights Photography

1. Northern Lights Photo Taker App ([Apple iOS](#))
2. Cortex Camera ([Apple iOS](#) / [Android](#))
3. NightCap Pro ([Apple iOS](#))

Iceland Northern Lights Photography Tips

If you are aiming to take professional photos, regardless of what you are using, you need to have at least a few basic pieces of equipment at hand. Remember, bad weather conditions will influence the quality of your photos, so you need to make sure that once again, you take all the safety measures.

#1 Tripod

You will witness the Northern Lights during nighttime, so long exposure shots are a must. The camera needs to stay still for quite some time. This is the moment when a tripod will come in handy. Add the freezing temperatures into this equation and there is no room left for doubt: that tripod is a must!

Quick tip: stay away from the carbon fiber tripods – they break easily when temperatures are low.

#2 Digital Camera, DSLR or Smartphone

Whether it is a DSLR camera or an iPhone, with the right settings adjusted accordingly you will be able to [take astounding shots of the Northern Lights](#).

#3 Lenses

The wider the lens, the more of the sky you can capture. Don't forget to also bring a wipe to take off the moisture and frost from time to time.

#4 Batteries

You will need spare batteries or a portable power bank. Store these in a warm place, for they tend to discharge much faster at cold temperatures. Ideally, you want your camera or phone to be fully charged when you reach your destination, but those few spares batteries or power bank could save your evening.

“ My advice. Bring a tripod and make sure your camera has a manual function where you can control the shutter speed. You might also bring a headlamp. Walking outside in the dark being a bit practical helps you alot! – Mads Peter Iversen, photographer at [Mads Peter Iversen photography](#)



Astounding celestial spectacle by Mads Peter Iversen

“ You might not win any awards shooting the Aurora Borealis with your iPhone but you can definitely document the experience, like I did with my iPhone 6s. You’ll need a tripod or mount of some kind to keep your phone steady for a long exposure. Try using an app like Slow Shutter or Cortex Cam to get a long exposure time. I am hopeful the new camera upgrades with the iPhone 7 will make the results even better. — Jen Pollack Bianco, [My Life Is A Trip](#) ”

Iceland: The Ultimate Travel Guide by TourRadar



The Ultimate Travel Guide

Iceland

Northern Lights Photography with a Camera

Chasing Aurora Borealis with your camera is the ideal way to take stunning captures. First, you need to apply a few basic photography settings, so that your device will adapt to darkness and successfully establish a focal point.

Set The Focus

Since the Northern lights are at a huge distance from us, the first thing you want to start with is setting your camera's lens focus to infinity. Sometimes, this may not be enough so you will have to bend over the limit a bit.

Avoid wasting precious moments when the spectacle descends and handle these preparations in advance, during the day.

You'll also want to find [the best place to see the Northern lights](#) in your Iceland adventure and let your camera work its magic .

Use the "Live View Mode" of your camera and zoom in. Focus on the most distant point in your composition, as this is how you will know that you've set your lens to infinity.

Make all the final adjustments manually and start testing your camera by taking a few shots with an aperture of f/8-f/11. Should you find that your test photos are below your expectations, simply repeat the previous steps.



Enjoying the view. / Photo by Sean Scott Photography

Once you've got that right, make sure that you keep the settings in place.

Set Your Camera

Now that you have set your focus, start working on how to best adjust your camera's settings.

“ Depending on how bright the Aurora is and how fast it is moving, the settings range from 30 seconds at f4 ISO 800 to 5 seconds at f4 ISO 5000. To minimize blur, increase the ISO and open up for only a few seconds. – [Sean Scott Photography](#)

#1 Image Format

First, make sure that the format of the image is raw. Then, choose a metering mode suitable for nighttime photography. You will discover that every type of camera holds a suitable match.

#2 White Balance

Adjust the balance of white at the moment of shooting the Northern Lights. As you are photographing them in a raw image format, after processing the photos, you should expect some changes in the quantity of white. Set the ideal values in the K mode somewhere in between 2800 and 4000.

#3 Aperture

When it comes to night photography, setting the aperture is quite easy. A suitable level is f/2.8. Anything above this value will only make it harder for you to capture a good landscape shot at night.

#4 Exposure & ISO

These two go hand in hand together and they both depend on the speed and the brightness of Aurora Borealis. Are the lights moving too fast? Then, a 5-7 seconds exposure will work. Are they moving too slow? Try a 25-30 seconds exposure time.

As far as the ISO is concerned, start setting it from 400-800 and work your way up from there. Increase the value as you go, until you reach the quality you are aiming for. Don't go above 1200, though, otherwise you will seriously damage your photos.



Wonderful landscape captured by Lisa Scott.

“ Selecting the best shutter speed will depend on how fast the aurora is moving. If they're dancing in waves across the sky you need to keep the exposure time shorter to avoid a big blurry green mess in the sky. If the aurora shows up as a glowing green sky, or if you're taking photos of stars, take a longer 30 second exposure to illuminate as much details as possible. – Lisa Michele Burns, [The Wandering Lens](#).

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Regardless of the device you are using, keep one thing in mind: **handle all technical preparations before hand**. While you are there, take a moment for yourself just to [gaze at the beautifully colored sky of Iceland](#). Start photographing Iceland's Northern lights and capture the magic.



Icelandic evenings. / Photo by Emily Landeen

“ For me, the key to capturing the Northern Lights is patience and appreciation. There are nights I go out and don't see anything. But often, after all the other cars have left and I'm about ready to give up, I start to see a dim light rising above the mountains. I jump out of my car and click the camera into action just as the sky explodes in color, dancing around, showing me what I've been patient for. – Emily Landeen

General Tips Capturing the Northern Lights

Anticipation Is The Key

Whether you carry a camera with you, or just your iPhone, there are a few aspects you need to keep in check. One thing to remember: Northern Lights are extremely volatile and unpredictable. This means that you need to do everything in your power and take precautionary measures to increase your chances of seeing and, most importantly, photographing them.



Northern Lights dancing in the sky. / Photo by Jamen Percy

“Don't ever be too focused on what camera you are using. The aurora is always different shapes, colors and size – making it a challenge and spontaneous shooting every time so you need to have some core principles to remember. The most important elements of an aurora photograph is the composition and foreground. – [Jamen Percy](#)”

Best Place And Time To See The Northern Lights

Due to its proximity to the Arctic Circle, Iceland is considered to be one of the best places on earth to [chase the Northern lights](#). Triggered by solar flares crashing into the atmosphere, the best time to see the Northern Lights is from September to April. However, because of their unpredictable nature, there are times when they won't even show up. Don't even think about seeing them around cities! Northern lights and pollution don't get along at all.

Check The Northern Lights Activity

It goes without saying that the first thing you want to do is check if they are active in the area you are located in. To do so, run a quick google search and you will find yourself opened to a multitude of websites and mobile applications specialized in Northern lights prediction.



Colorful Aurora Borealis. / Photo by Mickey Shannon Photography

“ The camera can capture the aurora before the naked eye can. So the key to photographing them, especially from locations further south, is to shoot north and see what you get! You can photograph some beautiful aurora's without ever seeing them with the naked eye. – Mickey Shannon, [Mickey Shannon Photography](#)

Check Weather Conditions

Northern Lights are best to be seen on clear skies and in cold crisp air. This means that the chances of catching them are the highest in winter.

Make sure you check the weather forecast several times throughout the day. A sky covered in clouds could put an end to your hunt, or push you towards other areas during your Icelandic adventure where the sky might be a bit clearer. The good news is that sometimes, even a partly clouded sky could be a scene for dancing Northern Lights.

Wear Warm Clothes

Known for the cold temperatures, [Iceland](#) is the perfect scene for Northern Lights. As they are visible only when outside is freezing, make sure you're fully prepped. Warm comfortable clothes are desirable, since you will be waiting out in the cold for a while. No one can fully predict the moment when they will appear, so you could be waiting outside anywhere from a few minutes to a few hours. Grab a pair of gloves and mittens with you to avoid having your hands freeze onto your camera.

Visiting [Iceland](#) and the Northern Lights

The country is full of unique sights that should not escape your camera. Embrace Iceland and immerse yourself into the world of Northern Lights photography, or capture the ethereal volcano landscape and don't forget to document your walk on the Black Sand Beach from the shore of Reynisfjara.

About The Author



Antonia

Antonia is a passionate writer and an avid reader. Eat well, travel often - are some of the words she lives by. When she's not writing or reading, she loves getting out in nature, hiking or losing herself in unknown cities.



OFF THE BEATEN PATH

HOW TO NAVIGATE THE TRAVEL AND LANDSCAPE PHOTOGRAPHY BUSINESS

By Maria Piscopo

AT THIS MOMENT there are 32,527,830 #travelphotography posts on Instagram. With so many travel images posted online, and available for free, our business concern is that clients may find a great deal of those photos “good enough” to use. So, what do you do to combat this problem? For starters, you need to find more than one travel subject (e.g., cityscapes, landscapes, people) to rise above the online noise. You will also have to run a better, more efficient business and add value with additional services.

To learn more about the obstacles and opportunities to making travel and landscape photography a business, we spoke with four pros who are finding success despite the changing marketplace. Thanks to our contributors for their advice: Marguerite Beaty,

Jen Pollack Bianco, Julie Diebolt Price, and Mike Swig.

Shutterbug: How do you work with each of these different types of travel clients: advertising, editorial, fine art, stock, corporate, photo workshops?

Mike Swig: The majority of my work now is done via private travel industry clients. I offer unique packages that are designed for each type of travel client and the majority include high-quality photos with additional services like social media takeovers or guest blog posts. Being able to add extra services makes finding clients a lot easier. If you can differentiate yourself from competitors, it will make finding work a lot easier. Going above and beyond can help create clients for life and recurring income.

Jen Pollack Bianco: I’ve had options on images for advertising campaigns, but nothing has panned out yet. So, I’ve been working on editorial and then selling images afterwards on the stock market. I don’t work in the fine art space because I don’t understand that niche and you really need to work with a top-shelf printer. I know many travel photographers who have healthy photo workshop businesses. But I’ve also seen destinations for travel photography workshops dry up—Iceland, for example. A destination gets bubbly, then hot, so everyone goes for a few years and then the market dries up.

Julie Diebolt Price: While my bread-and-butter work over the years has been with corporate and small business clients, I’ve been getting back into travel and landscape photography in the last two years. My big push has been into stock photography (which has a distinctive style) and editorial (travel writing with my photography). I have been marketing my photo training for community services classes, field sessions, and online teaching. I also create Airbnb Experiences and photo walks, combining travel tour guiding with photography. In the past, I hosted, guided, and taught photography workshops in Italy, but have stayed stateside for family caregiving reasons in the last few years.

Marguerite Beaty: When I lived in Miami, I had some very good years teaching workshops and it grew by word of mouth after 1.5 years. I felt very challenged in the beginning because there were times that the classes were too full and other times I had one or two students. Too many people canceled in the last minute but I never canceled a class. I think that is the most important tip: never cancel! If there

© Jen Pollack Bianco



is only one person, teach as if you were teaching to a group. I also hosted a free night photography meetup group that attracted many people and helped me obtain positive feedback for my classes. This was probably the most important marketing tool for my workshops. After about one year, I offered less and less free meetups. I started to teach one-on-one and those were more successful in terms of money, my time, and because I really preferred them. My workshops led me to customers who bought classes for friends or for themselves, customers who hired me to do private commissions, customers who bought my landscape and travel images. I focus on following people who I think would be good clients for buying images or for the online classes. I spend at least an hour writing comments on other people's posts. This is very important because it has helped me connect to people. I have had quite a few customers coming from social media.

SB: How has your marketing changed? What seems to work best for you—using the traditional marketing (direct mail, ads, calling clients) or online marketing tools (websites, e-mail blasts, blogs, social media)?

Mike Swig: Online marketing tools are by far the best resource for me. Instagram has been a great way to get in touch and showcase my photography to potential

customers and clients. E-mail marketing is always king, so having a strong opt-in that provides people value is always the best incentive. E-mail marketing is essential, but it is also important to use a combination of paid traffic, blogging, social, and other online tools. The hardest part is finding the perfect mix that fits your business.

Marguerite Beaty: Last year I focused on my new website and on my branding. This was the first time that I decided to take things more seriously and so I did a few online beginner-branding courses, bought books, and followed branding stylists on Instagram. I studied colors, my ideal customers, images and photo styles for my branding. I thought a lot more about my customer and how I could deliver what they want or need. I do believe that it's important to have an idea of who you are and what your company offers and how you want to represent your company. If you don't spend a bit of time doing this before any marketing campaign, it will be very hard for you. Brand yourself and then you will see how easy it is to remove yourself from things that don't work. You will not waste time on new fads or pay for advertising in places where you won't find clients. You will be more sure of yourself.

My marketing ideas for this year include: writing more on my blog/website; using my website to capture e-mails and connect with people; using my blog to

capture e-mails to market directly to my potential customers; using MailChimp efficiently for e-mail marketing; focusing on Pinterest and Instagram. On Pinterest, I use many boards with tips for my photo classes, travel photos, and Instagram account. All of my images direct people to my website.

I recommend you choose about three social media platforms and work on them for one year. Don't do more because you will not have time to work on them efficiently (that was one of my big mistakes). After one year, choose two that work for you and then give yourself another year. Does a year seem too long? You may be lucky and things may start to work out beautifully after a few months but chances are that you will need to understand how to post in a way that follows your brand and connects to your potential customers and one year is not much time at all.

Julie Diebolt Price: All of my marketing efforts are online. I have two websites: the "master" site, jdpphotography.com, and the dedicated travel site, jdptravels.com. Both websites are blogs that showcase recent work (ideally). Every month I publish an eNewsletter that covers recent activities, images, and class schedules. Each of my websites has related Facebook pages and Instagram pages. I do have a Twitter account and post to it when I produce a blog post. I am



reaching out to Convention and Visitors Bureaus to find opportunities to write and deliver photographs with articles. The *Photographer's Market* is an annual publication with seemingly endless opportunities to market your travel and landscape imagery. You simply have to follow the instructions, then deliver what they ask for when they respond to your query.

Jen Pollack Bianco: I reach out individually to clients in destinations where I know I am going next to see if it makes sense for us to work together. I usually do this through LinkedIn, e-mail, or a social media platform. If the client doesn't have a social media presence they usually don't want to work with me.

SB: You have probably done a lot of "learning on the job." What advice do you have for those looking at getting into travel photography—pitfalls to avoid or opportunities to pursue?

Mike Swig: My biggest piece of advice is that you don't necessarily need a large or expensive camera to get started. Find a

reasonably priced compact with manual settings and work your way up. The best camera is the one that you are going to have with you! There are so many situations where I don't want to lug around a DSLR, so by having a compact camera or even a new smartphone I can capture some amazing photos. Taking photos is only half of the battle, editing images is still another aspect of photography that most beginners don't realize is important. Photoshop and Lightroom are the main resources I use for editing and I learned everything for free on YouTube. Once you have a base, start building your portfolio. Once it is decent, then you are ready to start reaching out and searching for clients.

Jen Pollack Bianco: Trends are always shifting so continuing education is part of the job. I feel like I resisted drone photography and I've seen it used everywhere, including wedding photography. If you are a freelancer, you can't really take a break from new trends. It is most important if you're still establishing your brand.

Julie Diebolt Price: Avoid getting

comfortable or getting in a rut. The industry is changing constantly and in order to stay in business, you must continue to learn, to try new things, and be alert to trends. I had to rekindle my passion for photography because I became bored with the small niche I had developed. It took some dedication to get out of my comfort zone. I had to learn about camping and night photography; they go hand in hand—you've got to be in a dark sky with little to no light pollution. Make sure you use a tripod. That will definitely give you an advantage.

Get to know and understand your target market. For example, older adults don't want to spend money on photography. Baby boomers are my target for the type of photography training that I do. Millennials are driving social media and it is the place to be right now.

Be sure you establish a budget for promotional expenses. The ability to boost posts on Facebook to a targeted audience is an advantage, but the fees can add up quickly and get out of hand. Consider producing short videos for stock agencies

© Jen Pollack Bianco

or for destinations, such as hotels, B&Bs, restaurants.

Marguerite Beaty: Travel photography is a very saturated market. There are different types of travel photography and you will need to choose your market carefully. Do you want to do this just to get a few freebies? Do you want to sell your photographs to collectors and publishers? Do you want to do this because you have thought of a niche market? Do you want to take a few years off and photograph while doing odd jobs? Here are some tips:

- Be very specific about why you are doing this so that you can connect with your market.
- Make sure that you have some income or an income-producing business on the side so that you can start this business or adventure.
- Study your market and find out who the influencers are and how they work (Instagram and Pinterest).
- Do a few traveling tests before you dive into this. Do some small trips, photograph and write about them and share so you can get feedback.
- Focus on your travel writing as well.
- It's not always fun and glamorous! There are times when you will be lonely, wonder



if you chose the right thing, and want to give it all up. Everyone goes through ups and downs. Traveling can take a toll on you so be ready to entertain yourself and have fun doing things on your own. But learn how to meet people in a safe manner.

- Share your work with publishers. Get to know who the editors of the publications are and try to connect with them. This will take time, so be patient.
- Connect with advertising firms or with graphic designers who buy travel images. This will take a lot of research. If you

find one a year, that is fabulous. Keep researching. Look for small firms and for freelancers.

- Search for people who will appreciate your brand and don't try to fit in with someone else's brand. It's not going to end well. ■

RESOURCES

MARGUERITE BEATY: [instagram.com/over50traveler](https://www.instagram.com/over50traveler)

JEN POLLACK BIANCO: [mylifesatrip.com](https://www.mylifesatrip.com)

JULIE DIEBOLT PRICE: [jdpphotography.com](https://www.jdpphotography.com)

MIKE SWIG: [swigmeetsworld.com](https://www.swigmeetsworld.com)



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