

the  
photographer's  
survival guide  
(for today's market)

by Suzanne Sease & Amanda Sosa Stone

# the photographer's survival guide (for today's market)

Today's photography assignment world is changing dramatically. With so much world devastation, the dot-com market going bust, stock vs. assignment, etc...how is a photographer to keep up? We are presenting a solution: "the photographer's survival guide (for today's market)". This program is for all levels of photographers - those who are just starting and those who have been in the business for years and want to take it to the next level. The program is a 2 hour presentation and each participant will receive a "Survivor's Guide". The guide covers everyday photography business basics to those uncomfortable "what do I do" moments in our industry. The basics include information on who they need to market to, how to present it, copies of estimates expected by clients, copies of invoices that are expected when you finish the project and everything in between, like crew expectation to making the client feel like, well, the client. The "what do I do" moments includes real life situations that arise in the industry. The Survivor's Guide is also a resource guide with helpful information, including correct usage terms, portfolio makers, website builders, printers, fulfillment houses, even the deadlines for the important award shows that are crucial to enter for greater success. The bottom line...this is the photographer's guide on how to survive in this industry.

## presenters

**Suzanne Sease.** When Suzanne was asked to be in the PDN portfolio makeover issue, she felt the decision to leave the Martin Agency, finally paid off. It was scary leaving a position held for over 12 years, establishing the art buying department and working with the best photographers in the world. But today, nothing makes Suzanne happier and more fulfilled than the successes of her photography clients. She enjoys getting involved in every aspect of a photographers business from portfolio, promotional mailers, web sites to their estimates and invoices. The former senior Art Buyer at The Martin Agency then had the opportunity to work with Kaplan-Thaler on great accounts like Clariol Herbal Essence, AFLAC, and Capital One and their in-house advertising department. All this experience helps her understand the market. Now a creative consultant, she works with photographers from around the world who want an inside advertising agency perspective. Her focus is to assemble more effective portfolios and marketing materials in all different markets. She draws on her past experiences from working with regional to international photographers for such accounts as Saab, Mercedes Benz, Vassarette Lingerie, Health-tex, Wrangler Jeans, Bank One, Residence Inn, Finlandia Vodka, Remy Martin Cognac and Seiko International. When a client's portfolio lands that account they never thought they could achieve, she is happy. When she picks their selection of images for award shows including the CA photo annual and they get in for the first time in their career, she is happy. When her clients remember why they got into this business - they love the art of photography, she is happy. She has been a panelist and speaker for such organizations as PhotoExpo, APA, ASMP and Black Book. Suzanne has contributed to several articles, including "Ask the Expert", "Portfolio Makeover" and "The Art of the Estimate", in PDN. She holds a Bachelor's of Fine Art from Virginia Commonwealth University.  
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**Amanda Sosa Stone.** Amanda Sosa Stone has a degree in photography from the Southeast Center for Photographic Studies. With the understanding that she did not want to become a photographer she moved to New York City, after graduation, to pursue a career in the industry. Amanda studied under Elyse Weissberg, an industry icon, who was a photographer's representative and creative consultant. With the knowledge that she garnered from working with Elyse, Amanda went to work in the advertising industry as an art buyer. Amanda worked for Foote, Cone & Belding in New York City. In 2002, she moved to Orlando to be closer to her family and to enjoy the weather and overall atmosphere of the area. She was able to continue working for FCB-NY from her home in Florida. This allowed her some extra time to do the things that she loves, including consultant work. In January 2005, Amanda left FCB to pursue a freelance-consulting career. Amanda currently travels frequently giving seminars and consulting with photographers nationwide. She is also the founder of the online resource guide called

ShootinFlorida.com. She continues to strive to raise the bar in our industry. Additionally, Amanda worked as the contributing photo editor, on a book by Elyse Weissberg, which was released in Feb 2004. email: [amanda@sosastone.com](mailto:amanda@sosastone.com) phone: 212-372-0961

