



Photography Boot Camp Resources 2019

Resources gathered at The Business of Photography Boot Camp on March 15, 2019, so some resources may become outdated

The Business of Photography - WCC Bailey Library Research Guide:

<http://libguides.wccnet.edu/PhotoBiz>

Session: Time Management and Strategy

Thank you to [photographer Jim Parker](#) for the following resources from his session on Time Management:

Imaging Software

- Adobe (Lightroom, Photoshop, InDesign, Illustrator...) <http://www.adobe.com>
- Affinity Photo, Designer & Publisher (Adobe alternatives) [Affinity](#)
- Aurora HDR and Luminar (Skylum Software) <http://www.skylum.com>
- OnOne Software <http://www.on1.com>
- Photomatix <http://www.hdrsoft.com>
- Nik Plug-ins (now owned by DxO <https://nikcollection.dxo.com>)
- Topaz Plug-ins <https://topazlabs.com>
- HDR EFX Pro <https://nikcollection.dxo.com/hdr-efex-pro/>
- Raya Pro
<https://www.shutterevolve.com/raya-pro-the-ultimate-digital-blending-workflow-panel-for-photoshop/>
- AstroPad - use your iPad and Apple Pencil as a tablet <https://astropad.com>

Business Tools

- FileMaker Pro <http://www.filemaker.com>
- MindNode <http://mindnode.com>
- Things <https://culturedcode.com/things/>
- ToDo <http://www.appigo.com>
- Evernote <https://evernote.com>
- 2Do <http://www.2doapp.com>
- Microsoft Excel, Word, PowerPoint <https://www.microsoft.com/en-us/>
- FotoBiz X <http://cradocfotosoftware.com>
- Quicken <http://www.quicken.com>
- Dropbox <http://www.dropbox.com/home>
- Google Calendar <https://calendar.google.com/calendar>



- Google Drive <https://drive.google.com/>

Writing Tools

- Scrivener <http://www.literatureandlatte.com/scrivener.php>
- iA Writer <https://ia.net/writer>
- Pages (Apple) <http://www.apple.com/mac/pages/>

Website development

- ZenFolio <http://www.zenfolio.com/us> Use referral code 9BP-ZYX-ECM for a 10% discount
- WordPress <http://wordpress.org>
- GraphPaperPress (WordPress Templates) <http://graphpaperpress.com>
- PhotoCrati (Photographer specific WordPress Templates) <http://www.photocrati.com>
- Elegant Themes (Divi) <https://www.elegantthemes.com/gallery/>

Email Marketing

- [MailChimp](#)
- [Vertical Response](#)
- [Constant Contact](#)
- [SendPulse](#)

Navigation Tools - for mobile and desktop

- [FocalWare Lite](#) - the original FocalWare is no longer available in the App Store...
- [The Photographer's Ephemeris](#) -- web app, iOS and Android
- [PhotoPills](#) -- another very useful tool to have on the mobile device. Both iOS and Android
- [Waze](#) - Live traffic, crowdsourced accident reports. iOS and android
- [Garmin InReach Mini](#) - A very useful satellite communication device for the backcountry

Articles for a Deeper Dive

- [David Allen "Getting Things Done"](#)
- [The Pareto Principle](#)
- [How to Write a Business Plan](#)
- [Guide to writing a NASA-grade mission statement](#)
- [The Big Lie of Strategic Planning](#)
- [Five Reasons You Should Stop Multitasking](#)
- [Nine Ways Multitasking is Killing Your Brain and Productivity According to Neuroscientists](#)
- [How to Get More Work Done in a Week Than Most People Do in a Month](#)



- [The Eisenhower Matrix](#)
- [Why Your Instagram Nature Shot is Breaking the Law \(Outside Online\)](#)

Fine Art Resources

- Zapplication <http://www.zapplication.org>
- Juried Art Services <http://www.juriedartservices.com>
- Entry Thingy <http://www.entrythingy.com>
- Art Show Photographers Facebook Group
<https://www.facebook.com/groups/artshowphoto/>
- [Alyson Stanfield "Art Biz Success"](#)
- Art Fair Calendar <http://www.artfaircalendar.com>
- Art Fair Insiders <http://www.artfairinsiders.com>
- Art Show Photo website <http://artshowphoto.com/contents.htm>
- Larry Berman's website <http://bermangraphics.com/blog/>

Session: Marketing, Branding, and Websites

- HoneyBook - Client Relationship Management (CRM) software for small business: <https://www.honeybook.com/>
- HoneyBook Group - Rising Tide:
<https://www.honeybook.com/risingtide/welcome/>
 - Tuesdays Together Ann Arbor (local Rising Tide group):
<https://www.facebook.com/groups/tuesdaystogetherannarbor/>
- Mailchimp - Email Marketing: <https://mailchimp.com/>
- Mix.com, social media platform based on interests: www.mix.com
- Chronosync - Backup Management Tool: <https://www.econtechologies.com/>

Website Builders

- WordPress: www.wordpress.com
- ProPhoto: <https://pro.photo/>
- Showit: <https://showit.co/>
- SquareSpace: <https://www.squarespace.com/>

Business Management Platforms

- 17hats: www.17hats.com
- Dubsado: www.dubsado.com
- ShootQ: www.shootQ.com

Galleries

- Pixieset - Client Photo Galleries: <https://pixieset.com/>



- SmugMug: www.smugmug.com

Apps to schedule social media posts

- Later: <https://later.com/>
- Planoly: <https://www.planoly.com/>
- Tailwind: <https://www.tailwindapp.com/>

Associations

- Professional Photographers of America (PPA): <https://www.ppa.com/>
- American Society of Media Photographers (ASMP): <https://www.asmp.org/>

Session: Networking and Getting Leads

- Use mood boards for visual inspiration
- Tim Walker: <https://www.timwalkerphotography.com/>
- bored panda: <https://www.boredpanda.com/>
- UNUM app: <https://unum.la/>
- Evernote app: <https://evernote.com/>
- Meetup.com: http://www.meetup.com/cities/us/mi/ann_arbor/
- Social Media: Instagram, Facebook groups, Twitter, Flickr, Phbase, Pinterest, Periscope, blogs

Promotion

- Yelp: www.yelp.com
- Facebook Ads: <https://www.facebook.com/business/ads>
- Google Ads: <https://ads.google.com/home/>
- The Knot wedding planning: www.theknot.com
- Wedding Wire: www.weddingwire.com

Session: Pricing, Proposals, Contracts, and Copyrights

- Steve Rich, Lawyer Website: <http://photoniclegal.com/>
- <https://www.copyright.gov/>

Copyright infringement and Plagiarism - Searching for your work online

- <http://www.copyscape.com/>
- <https://images.google.com/>
- <https://www.tineye.com/>