



## FARM AID 2002

HELD IN BERGETTSTOWN, PENNSYLVANIA HAD A LITTLE SOMETHING FOR EVERYONE, FROM THE SOFT VOCALS OF LEE ANN WOMACK (L) TO THE HARD HITTING LYRICS OF KID ROCK (R).

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## I Make \$75-\$200 per Hour Shooting on Location

By James Peavy IFPO, Green Mountain, North Carolina

**M**y photography business is part time. But it's easy for me to make \$75-\$200 per hour and more just shooting anniversaries, weddings, and pets on location. I advertise by passing out business cards and placing small, low cost ads in the local weekly paper.

I am amazed at the number of customers I attract who are willing to pay top dollar for my work. I think that is because I am flexible enough to take the assignments that studios often pass up.

I did a 50th Wedding Anniversary party last year and, even to my surprise, sold every single picture from that event. My profit was almost three times what I had expected. The people at the party loved it because I mingled



**A POPULAR SHOT THAT ALWAYS SELLS ... TRY IT!**

with the crowd taking all types of unstaged shots. That turned out to be the key to my success for that event.

I recently tested a new line of photography -- pet glamour shots! My wife and I used our two Shetland Sheepdogs for test purposes and received enough positive feedback to add it as a specialty.

The bottom line is that there is a wide open market for good on-location photography. Make your IFPO credentials work for you and use the IFPO programs to guide you. Then have fun making good money either part-time or full-time. Ω



### LEGAL PHOTOGRAPHY PAYS VERY WELL

Since I have been a member of IFPO, I have enjoyed immensely the articles in the magazine and benefited greatly. I have also benefited from the instructional and professional material (business forms, business cards etc) that is offered.

The majority of my photo work is in the field of legal work. I work for law firms that specialize in accident, injury and medical malpractice cases. I photograph the injuries of the victims of these calamities. The law firms use the photos in their pursuant legal capacity. There is a tremendous market in this area of photography --

if you have the stomach for it.

I acquired this position through a connection of friends. When my first prints were delivered to the representing attorney, he was so impressed that he gave my name to other law firms in the area. As a result I am now engaged in legal photography almost full time. And the pay is excellent.

IFPO has been a valuable asset to my photo earning capacity over the past 13 years. It has provided me with the technical aspects needed to be successful - from the business end to photographic technique. I look forward to many more years.  
*Max M. Sundol IFPO, Dunkirk, New York.*

### FOR YOUR INFORMATION

I have been associated with photography for over 60 years as a one time member of the New Jersey State Guard, U. S. Navy, U. S. Maritime Service, U. S. Army (Retired) and Professional Photographer of America, Inc. My cameras have recorded American Presidents, Kings, Queens, movie stars, concerts, sport events, breaking news, and world wide photography. The list is much too long.

IFPO is just what all photographers need regardless of whether they are an amateur or a professional. *Tony Petrello IFPO, Murrieta, California.*