

# SELLING STOCK PHOTOGRAPHY

Stan Rohrer 11/10/2012

## DEFINITIONS:

**Assignment Photography** – A client needs a photographer to take specific photographs. Examples: Bride hires photographer for her wedding; Photographer volunteers to shoot his family reunion; Car manufacturer needs a photo for an advertisement; Newspaper photographer is sent to a city meeting; Beavercreek Popcorn Festival Committee wants photos of the next event.

**\*Stock Photography** – A photographer takes a photograph and then looks for a client. Might also be out takes from a previous assignment.

Examples: Calendar printer licenses a lighthouse image. Microsoft licenses a screen/desktop image for Windows software. Car Parts store wants a '57 Chevy photo for a catalog cover. The photos already on your hard drive.

**Pro Photographer** – A person who can bring home client acceptable photos for every outing.

**\*Amateur Photographer** – A person who takes photographs to satisfy themselves.

**Commercial Photograph** – An image used in the process of selling goods or services. Model releases required. Typically worth more money per sale. Heavy retouching allowed.

Examples: Newspaper classified adverts; The back section or page sides of a photo magazine where the gear, workshops, and seminars hawk their wares; Mail Order catalog; Office Depot web site, TV ads.

**\*Editorial Photograph** – An image used in the process of telling a story or providing information. Model releases not required. True to life – minimal retouching.

Typically worth less money per sale.

Examples: Newspaper news articles (policeman, flood victim, local high school sports hero); Photo magazine article about personal trip experience (went to slot canyon and brought back these pics); School Textbooks; Photo Club newsletter.

**\*RM (Rights Managed) License** – Typically specifies: Use (electronic, advertising, print, direct mail, web, promotional display, editorial), Size (page coverage), Print Run (number of reprints), Placement (front cover, back cover, inside cover, inside), Period of use, Territory (local, state, country, world), Industry (agriculture, banking, health, tourism, transportation, etc).

**Exclusive RM (Rights Managed) License** – Agreement where the RM licensee is guaranteed no competitive uses of the licensed image or similars by the photographer. Photographer bookkeeping required! E.G. Photog will not license to PNC bank then Wachovia Bank.

**\*RF (Royalty Free) License** – Licensed by size. One time royalty payment (not free!). Wide range of uses allowed to buyer – including keeping in a personal library for other uses. No repeat usage fees to be paid (the free part). License generally specifies: cannot re-sell/re-license to third party, some limits on types of uses, maybe maximum print counts.

**\*Macro Stock** – Traditional approach, higher prices, lower volume sales. (\$100 x 1 sale)  
Examples: Alamy\*, Getty, Corbis.

**\*Micro Stock** – Recent years. Lower license fees. Aim for higher volume sales. (\$1 x 100 sales)  
Examples: iStockphoto, Shutterstock, Fotolia, Dreamstime.

Note: \*Beginners may consider entry into the starred categories above.

## **STOCK AGENCIES FOR BEGINNERS:**

**iStockphoto.com** – Micro, RF, Commercial, Editorial  
**Shutterstock.com** – Micro,RF, Commercial  
**Fotolia.com** – Micro, RF, Commercial  
**Dreamstime.com** – Micro, RF, Commercial, Editorial  
**Alamy.com** – Macro, RM/RF, Commercial, Editorial

## **STOCK - ALSO FOR BEGINNERS:**

### **Art Web Sites:**

Etsy.com  
RedBubble.com  
Zazzle.com

### **Personal Web site**

### **Art Galleries**

### **Interior Decorators**

### **Restaurant Walls**

### **Festival Booths**

### **Photo Club Sales Events**

### **Write Magazine Articles, Use Your Photos**

## **LEARN YOUR MARKET:**

What do you like to shoot?  
Where will it sell? (Who will buy this?)  
Volume sales or single sales?  
Find NEEDS lists at photo sites!  
Find DO NOT WANT lists at photo sites!  
Find ACCEPTABLE CAMERA lists!  
Search the sites and check your competition.  
Your Market may not be a Stock agency site!

## **BOOKS:**

**Taking Stock – Making Money in Microstock Creating Photos That Sell**

Rob Sylvan, 2011

**Microstock Photography – How to Make Money From Your Digital Images**

Douglas Freer, 2008 (Stock site references are dated - but good photo info)

**Microstock Money Shots**

Ellen Boughn, 2010

Photographer's market books at bookstores

## **RESOURCE WEB SITES:**

Many Microstock agencies and Alamy have contributor discussion boards  
**[www.microstockgroup.com](http://www.microstockgroup.com)** (independent microstock discussions not agency affiliated)  
**[www.beginmicrostock.com](http://www.beginmicrostock.com)** (microstock considerations and tips)  
**[www.microstockdiaries.com/what-is-microstock.html](http://www.microstockdiaries.com/what-is-microstock.html)** (learn about microstock)  
**[www.microstockman.com](http://www.microstockman.com)** (learn about microstock)  
**[www.Stockphoto.net](http://www.Stockphoto.net)** (listing of many! stock sites)  
**[www.stockphotographsites.info](http://www.stockphotographsites.info)** (listing of many! stock sites)  
**[www.findphotokeywords.com](http://www.findphotokeywords.com)** (keyword tool)  
**[dusegard.se/PhotoKeywording.aspx](http://dusegard.se/PhotoKeywording.aspx)** (keyword tool)  
**[www.picniche.com](http://www.picniche.com)** (supply and demand analysis, keywording)  
**[www.rhymezone.com](http://www.rhymezone.com)** (related words, dictionary)  
**[www.krages.com/ThePhotographersRight.pdf](http://www.krages.com/ThePhotographersRight.pdf)** (rights when confronted about photography)  
**[www.whattheduck.net](http://www.whattheduck.net)** (photography cartoon - enjoy!)  
**[groups.yahoo.com/group/artshow\\_photo](http://groups.yahoo.com/group/artshow_photo)** (selling prints at art shows)  
**[www.danheller.com/biz-agencies1.html](http://www.danheller.com/biz-agencies1.html)** (stock photo business opinions)  
**[www.danheller.com/biz-agencies2.html](http://www.danheller.com/biz-agencies2.html)** (stock photo business opinions)  
**[www.stockphoto.net/FAQ/index.php](http://www.stockphoto.net/FAQ/index.php)** (Stock FAQ)  
**[microblogs.hlehnerer.com](http://microblogs.hlehnerer.com)** (news and notes about stock)  
**[www.rasmusrasmussen.com/microstock-photographers-guide](http://www.rasmusrasmussen.com/microstock-photographers-guide)** (hit the free book first)  
**[www.rasmusrasmussen.com/2010/07/11/10-subjects-to-water-down-any-portfolio](http://www.rasmusrasmussen.com/2010/07/11/10-subjects-to-water-down-any-portfolio)**  
**[www.backyardsilver.com/sell-your-photographs-for-cash-free-e-book](http://www.backyardsilver.com/sell-your-photographs-for-cash-free-e-book)**  
**[www.enlightphoto.com/views/photography/stock-photo-pricing-help](http://www.enlightphoto.com/views/photography/stock-photo-pricing-help)**  
**[artshowforums.com/forum/](http://artshowforums.com/forum/)** (selling a festivals and shoes)

## **PHOTO QUALITY:**

Must be a Technical top tier at Club!  
Impact and Composition can be lower  
Club image scores in the 20's  
Follow site rules for submissions  
DSLR Camera suggested  
Inspect at Photoshop 100% / 200%  
Expect frustration with inspections & fails!  
Forced increase of technical ability!

## **PHOTO KEYWORDING:**

Words describe the picture (think Google)  
Concepts depicted by photo  
No visual image matching (yet)  
Imperative to selling images  
Most of us will find it a pain

## **HOW MUCH INCOME?**

\$1 PIPY (Per Image Per Year) Average  
\$12 PIPY is good, \$1 RPI (Return/Image/Month)  
\$25 PIPY is very good or highly edited  
High Quantity vs Unique Creative Images  
A game of numbers  
Microstock graduated payout schedules - more sales for higher percentages paid  
Passive Income – Grows with more work, Continues with work stopped  
Loss of sales from age and style changes  
Personal vs Hobby vs Business tax benefits - see your accountant

## **STAN ROHRER:**

**Alamy.com** (search: Stan Rohrer, Stan Rohrer Dayton, Stan Rohrer China, Stan Rohrer Ohio)  
**istockphoto.com/StanRohrer**  
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