

- NPPA CODB Calculator - <https://nppa.org/calculator> (DO THIS FIRST)
- And then see it in action - <http://www.lincolnbarbour.com/blog/2012/02/24/photo-biz-do-your-codb-to-create-your-pricing/>
- No you can't pick my brain for free - <http://www.forbes.com/sites/work-in-progress/2011/03/28/no-you-cant-pick-my-brain-it-costs-too-much/#14f3f5cd1ae9>
- Art Streiber on a career in commercial and editorial photography - <http://www.nickonken.me/2014/07/art-streiber-best-portrait-photographers/> - <http://www.artstreiber.com/>
- Fotoquote - <http://www.cradocfotosoftware.com/fotoQuote-Pro/>
- Blinkbid - <http://blinkbid.com/>
- Getty images (to compare to stock calculators) <http://www.gettyimages.com/>
- A Photo Editor Pricing & Negotiating Series (corporate, commercial and editorial work) - <http://www.aphotoeditor.com/category/pricing-negotiating/>
- Stacey Reeves pricing guide (weddings) <http://www.stacyreeves.com/greatestpricingguideever.pdf>
- Photoshelter pricing guides - <http://blog.photoshelter.com/category/selling-photos/corporate/gallery/magazine/stock/nature>, help with CODB
- How not to suck at negotiating - <http://blog.photoshelter.com/2011/07/most-photographers-suck-at-negotiating-how-to-choose/>
<http://blog.photoshelter.com/2011/08/negotiating-with-clients-doesnt-have-to-be-scary/>
- <http://whopaysphotogs.tumblr.com/> - various publications and their rates that people are getting
- ASMP tutorials and forms (free) <http://asmp.org/links/8#.U-0dyPldUyk>
- <http://johnharrington.com/dc-photographer/site/pricing/>
- https://asmp.org/links/32#.U-443_IdUyk
- FStoppers guide to pricing commercial work: 4 parts - <https://fstoppers.com/originals/freelance-how-work-free-2973>
<https://fstoppers.com/originals/guide-pricing-commercial-photography-part-2-production-costs-1527> <https://fstoppers.com/originals/guide-pricing-commercial-photography-part-3-what-are-you-worth-4506> <https://fstoppers.com/originals/guide-pricing-commercial-photography-part-4-license-fees-8713>
- Pricing based on value to customer: <http://petapixel.com/2014/11/23/pricing-photography-focus-value-imagery/>
- <http://notesfromarepsjournal.com/2014/12/11/another-art-producer-jumps-into-the-estimating-conversation-thank-you-ashley-thompson-of-rr-partners/> great blog, interviews professional art buyers re, industry practices on pricing, advances, and negotiating
- <http://www.profoto.com/blog/instruction/market-yourself/> Promo stuff
- <http://www.theclientblog.com/> on the collaborative process
- The time value of money and cash flow - <http://photobusinessforum.blogspot.com/2014/12/dumb-hookers-and-photographers.html>
- The consequences of working for free - <http://blog.photoshelter.com/2014/11/the-consequences-of-working-for-free/>
- Photographers on photography (and the state of the industry) - <http://www.popfoto.net/>
- Promos - <http://blog.wonderfulmachine.com/tag/promo/>
- Books: Best Business Practices for Photographers Volumes 1&2 by John HarringtonCash is Still King - The Survival Guide for Cash Flow Management - Keith Checkley
- Wedding Vendor licensing agreement - <http://douglaslevy.zenfolio.com/douglaslevy-photography-vendor-licensing-agreement.pdf>
- David duChemin & Zack Arias talk \$\$\$ - <http://t.co/wT6rSKDv52>
- A Man to Fish - Podcast and workshops - <http://www.amantofish.com/>
- <https://fstoppers.com/education/dave-black-and-erik-valind-share-10-secrets-professional-photographers-56627> Pricing starts at 5:12 runs to 12:40

- <http://fourhourworkweek.com/2015/02/09/matt-mullenweg/> - great insight on starting a business, hiring, the workplace, self motivating
- The Structure of the Bid - <http://blog.agencyaccess.com/the-structure-of-the-bid/> (free pdf) - fantastic insight into bts of winning and losing bids and explanations of industry terminology/legalese
- Yodolist - Agency Access alternative I'm trying out. 15% ASMP discount - <http://www.yodolist.com/>
- Contract terms, use and pricing for a record label - <http://aphotoeditor.com/2015/04/08/pricing-negotiating-stock-contract-for-a-record-label/>
- Notes from a rep - the state of commercial photography, longevity in business and the value of experience - <http://notesfromarepsjournal.com/2015/04/21/community-table-welcomes-photographers-to-the-table-the-appetizer/>
- When a \$43,000 estimate is too low - <http://aphotoeditor.com/2015/05/06/licensing-images-in-perpetuity-is-a-huge-mistake/>
- Pricing advice from a 7-year old. He's dead on - <http://www.agilephotog.com/my-7-year-old-gives-a-lesson-on-pricing/#comment-11>
- <http://www.hulu.com/watch/718938> fast forward to 20:20 left. "Can I see it?" "No, you're paying us for our creativity."
- Why meeting clients at Starbucks is usually a terrible idea - <https://fstoppers.com/business/5-reasons-you-should-never-meet-your-clients-starbucks-71011>
- Great sales tips (but you have to get past the workout conversation first) - <http://fourhourworkweek.com/2015/05/07/noah-kagan/>
- Copyright - <http://notesfromarepsjournal.com/2015/05/26/drop-everything-and-read-this-now-copyright-101/>
- ASMP business FAQ - <http://asmp.org/articles/business-and-legal-faq.html#.VWx2i89VhBc>
- Should you grow your business? Great read - <http://www.smallgiantsbook.com/>
- Photoshelter guide to breaking into commercial photography - <http://www.photoshelter.com/resources/breaking-into-commercial-photography>
- The Profit on CNBC. Better than Shark Tank in terms of actual business information. Really boils it down well. If I had kids this would be required watching.
- "How do you make money in this business?" <http://visualsciencelab.blogspot.com/2015/06/how-do-you-make-money-in-this-business.html> - "the value of the image is contextual" "Price by value."
- Small Giants - great insight on leadership and creating a a business culture - <http://www.smallgiantsbook.com/>
- 8 Finance Tips from Working Pros - <http://blog.photoshelter.com/2015/08/theres-no-crying-in-finances-8-tips-to-help-you-get-ahead/>
- Dissecting Terms and Conditions - <http://notesfromarepsjournal.com/2015/11/23/dissecting-the-terms-and-conditions-document-all-in-one-place/>
- Erik Almas on marketing - <https://fstoppers.com/business/superstar-photographer-erik-almas-explains-how-market-yourself-big-clients-81753>
- Pricing for image libraries (direct for client) - <http://aphotoeditor.com/2015/09/23/pricing-and-negotiating-real-people-lifestyle-library/>
- First portfolio review? Here's some tips - <http://aphotoeditor.com/2015/09/30/portfolio-review-ipad-blurb-book-or-printed-portfolio/>
- Pedro & Jackie - Portland ME based photo consultants. Get a job that you know you can do creatively but need help with estimate/production? Need help building a marketing plan? These two are AMAZING and have helped me with all that and more as much commercial business has grown. pedroandjackie.com
- Buying on spec - <https://www.youtube.com/watch?v=essNmNOrQto&feature=youtu.be>

- Incredibly detailed breakdown of Time Inc.'s terms and conditions, with commentary.
<http://photobusinessforum.blogspot.com/2015/11/times-failed-attempt-at-fairness-and.html>
- 7 Tips for Getting Clients to Pay What You're Worth -
[http://www.pdnonline.com/features/7-Tips-for-Getting-Clients-to-Pay-What-You-Are-Worth-15059.shtml?utm_source=SilverpopMailing&utm_medium=email&utm_campaign=Template_NewsWire_11192015%20\(1\)&utm_content=](http://www.pdnonline.com/features/7-Tips-for-Getting-Clients-to-Pay-What-You-Are-Worth-15059.shtml?utm_source=SilverpopMailing&utm_medium=email&utm_campaign=Template_NewsWire_11192015%20(1)&utm_content=)
- Video Q&A with rep Heather Elder - <http://notesfromarepsjournal.com/2015/12/14/ask-me-anything-business-as-unusual/> free for ASMP members, \$4.99 if you're not (this is really good)
- Agency Access Guide to Estimating with Confidence -
<http://blog.agencyaccess.com/estimating-with-confidence/>
- New photoshelter series, similar to the APE thread -
<http://blog.photoshelter.com/2016/01/pricing-photos-instagram-image-on-a-coffee-bag/>
- How to avoid your promo emails being marked as spam -
<http://blog.agencyaccess.com/the-spam-folder-how-to-avoid-it/>
- <http://blog.photoshelter.com/2016/02/how-should-you-fight-a-bad-contract/> business of editorial photography & fighting bad contracts (video)
- Pocket Guide to E-mail Marketing - <http://blog.agencyaccess.com/the-photographers-guide-to-email-promotion/>
- "You're sending your clients terms and conditions, right?"
<http://blog.photoshelter.com/2016/02/youre-sending-your-clients-terms-conditions-right/>
- 2015 "promos of the year" - <http://aphotoeditor.com/2016/01/19/promos-of-the-year-2015/>
- <http://www.thebusinessofbeingcreative.com/2016/04/19/verbal-tics-and-my-top-three-pet-peeves-for-creative-business/> Great read on talking to your clients
- Shooting for a university that wants perpetual use forever -
<http://blog.photoshelter.com/2016/05/photographer-keeps-copyright-university-gets-unlimited-use/>
- <http://blog.photoshelter.com/2016/05/going-freelance/> - what photographers wish they'd known before going freelance
- Bryan Cranston on getting jobs - <https://fstoppers.com/business/bryan-cranstons-advice-actors-pertinent-all-creatives-131632>
- How Creatives Should Negotiate: <http://fourhourworkweek.com/2016/06/15/how-creatives-should-negotiate/>
- A rep on marketing - <https://notesfromarepsjournal.com/2016/05/02/i-reviewed-portfolios-at-palm-springs-photo-festival-and-this-was-my-biggest-take-away/>
- This guy charges clients for his promos - <http://blog.photoshelter.com/2016/08/this-photographer-charges-for-his-promos/>
- Insights on estimating from an Art Producer -
<https://notesfromarepsjournal.com/2016/08/10/jessica-manning-of-digital-sbi-goes-behind-the-scenes-of-art-production/>
- Zack Arias e-book on pricing/business <http://dedpxl.com/product/get-to-work/>
- Photoshelter on e-mail marketing, social media and payments -
<http://blog.photoshelter.com/2016/09/roundup-our-question-of-the-week-series/>
- Conversations with millionaires - <http://www.stitcher.com/podcast/dave-ramsey/the-dave-ramsey-show-38902/e/8371-dave-talks-with-real-millionaires-46767259?autoplay=true>
- How to price for commercial photography - <http://www.thelawtog.com/how-to-price-for-commercial-photography/>
- On pricing and negotiating, interview with wonderful machine's craig oppenheimer -
http://www.thecreativefreelancer.com/craigoppenheimer/#.WBE_ZuErKR
- Strategies for raising your rates - <http://www.iwillteachyoutoberich.com/earn1k/chase-jarvis/>

- Wonderful Machine's Pinterest - Print & E-mail promos - <https://www.pinterest.com/wonderflmachine/>
- Pricing for freelancers - <http://jessicahische.is/thinkingthoughtsaboutpricing>

"To recap: Pricing by the hour is dumb. Doctors price by the procedure and M&A bankers charge a percentage of the deal. You can price your products in a way that returns the profits you want. Pricing by the hour is a great way to make less money as you get better and better (more efficient) at delivering your product."