

## **Digital Photographers Learn to Snap up New Markets and Make Money Using Simple Internet Marketing Techniques**

*Australian photographer based in far South West Thailand creates a digital book to show photographers how to use Internet marketing techniques to expand their portable photo empire, and create a complete photography business online.*

October 19, 2007 (FPRC) -- Trang, Far South Thailand – (DigitalPhotoToolkit.com) Martin Hurley, an Australian entrepreneur and photographer who lives in a small rubber growing town in Thailand, has published the “Ultimate Money-Making Tool Kit for Digital Photographers” ([www.digitalphototoolkit.com](http://www.digitalphototoolkit.com)).

This is the first digital book ever published that shows photographers how to use Internet marketing techniques to expand their portable photo empire, create a complete photography business, and ultimately make more profits as a “photo-preneur.”

Hurley wonders why photographers aren't doing more with their amazing talents, especially when they have so many opportunities to market their products and services.

“From my years of experience, I know photographers are often great at taking photos, but unfortunately, most of them just don't have a clue on how to start and expand their photo business.” This is where Hurley saw a unique opportunity to bring Internet marketing methods to both amateur and professional photographers.

“There's nothing quite like what I created,” says Hurley. “The concepts are unique to the field of photography and they show that every photographer has the potential to be a full-time “photo-preneur” when they know how to turn their craft into a complete business.

Using first hand experiences, Hurley guides photographers through Internet marketing steps that include how to develop an online newsletter (ezine), create a photo ebook, set up affiliate programs for photo work, produce and sell e-photos, promote photography on eBay, and ultimately automate the entire digital photo business. The information works for photographers of all backgrounds and levels of experience.

Many of the steps could be totally new concepts for photographers who prefer to focus on their craft and not the money-making aspects of their business. In fact, trying to get this project underway presented Hurley with multiple roadblocks related to creativity and money issues with photographers that he was able to address in the Tool Kit.

"I've gone online to photography forums numerous times to ask who wanted to contribute stories for a digital photo book idea," Hurley writes. "However I noted that each time anything related to marketing photography or making money cropped up, photographers would chomp at the bit, and completely freeze up."

"When it came to marketing their photo work, I certainly couldn't see any takers who were keen on embracing the bigger picture" he added. "Which is kind of ironic because isn't 'seeing the bigger picture' what photography is all about?"

After trying for a while to get contributors, Hurley decided to go it alone and ended up writing his own book. He calls his book “the solution for photographers who have a junkies urgency to make money, just so they can get their fix by creating photos.”

Hurley emphasizes that earning a living as a photographer does not take away from the creative power of photography. “Everyday, millions of people search the Internet for original photos. I used this information to develop a full-time living from my digital photography work. Now I show other photographers how to respond to the market demand for original photos while earning money doing the thing they love the most.”

The Ultimate Money-Making Tool Kit for Digital Photographers ([www.digitalphototoolkit.com](http://www.digitalphototoolkit.com)) includes a coaching package with Hurley through email and Skype. The combination digital book and coaching helps photographers that are new or experienced with Internet marketing to maximize their personal potential online.

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