



# Fast Track Photographer: The Definitive New Approach to Successful Wedding Photography

*Dane Sanders*

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When photographers try to make the jump to the professional ranks, it is tempting to believe that a good approach is to mimic existing photographers who are perceived as successful. It turns out this approach is short sighted and can lead to some really bad habits that ultimately stunt the growth of enthusiast photographers.

In *Fast Track Photographer*, author Dane Sanders makes the case that a far more effective approach is to get clear on the gifts and talents you as an particular individual bring to the table and build a vision from that starting plot point. The trajectory of that vision needs to be informed by the evolving landscape of service based businesses globally and wedding photography in particular but the starting point remains consistent. Start with your most powerful resource: You.

To help identify your talents and strengths, Dane provides a powerful self assessment tool called the Photographer DNA (pDNA) that both describes your gifts and prescribes a road map to individual success around your personality, raw abilities and circumstances.

By the end of the book, the reader is empowered to not only navigate the exciting waters of the wedding photography industry, but do so with grace and dramatic speed.

In sum, *Fast Track Photographer* gives you powerful tools for discovering your core strengths and a foolproof plan for maximizing them in the flat new world we live in. If you want to build a recession-proof, competition-proof photo business in the 21st Century, you need to throw out the old rule book. You need to get on the Fast Track.

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