**NPN Member Photo of the Month © Scott Smorra.** **Photo Details**

*Nature Photographers PDF Magazine* is the official hard-copy publication of the Nature Photographers Network™, an international cooperative network of amateur and professional photographers dedicated to the art and technique of nature, wildlife and landscape photography.

**Alain Briot - Selling Fine Art Photographs, Part 2**

This series of essays features real-life experiences that Alain and Natalie Briot had while selling Alain's fine art photographs. Each story exemplifies a specific aspect of the buying and selling process.

The goal of these stories is to show you how fine art photographs are sold and what happens when they do. The goal is also to demonstrate some of the most important aspects of marketing and salesmanship. To this end each story focuses on a specific aspect of the selling process.    **Page 2 or Read Article Online**

**Fred Weymouth - The Photographer's Ephemeris**

It took a few moments for me to remember what I was waiting for as the sound of the Border Patrol truck faded. With camera gear in tow I stood facing east in the evening light, looking towards a set of limestone cliffs a few miles from the Mexican border in Arizona's Parijita Mountains. The edge of the moon, as it began to rise on the horizon, quickly reminded me why I was there: I was "field testing" The Photographer's Ephemeris - and I only had a short time to get the shot.

The Photographer's Ephemeris, or TPE for short, is a software application...    **Page 4 or Read Review Online**

A publication of *Nature Photographers Online Magazine, Inc.*

Nature Photographers Network
P.O. Box 10601
Bedford, NH 03110
USA

E-mail contact for all questions regarding NPN membership, articles and the NPN website;
**editor@naturephotographers.net**

## About This Series of Essays

This series of essays features real-life experiences that Alain and Natalie Briot had while selling Alain's fine art photographs. Each story exemplifies a specific aspect of the buying and selling process.

The goal of these stories is to show you how fine art photographs are sold and what happens when they do. The goal is also to demonstrate some of the most important aspects of marketing and salesmanship. To this end each story focuses on a specific aspect of the selling process.

This is the second story in this series. You can read the first story at this link.

## Story 2 - Nobody is Too Young to Buy Art

> *Honesty is the most single most important factor having a direct bearing on the final success of an individual, corporation, or product.*    Ed McMahon

Prequalifying potential customers on their looks, their age or some other visual attribute is a huge mistake.

Natalie (my wife) and I were on the North porch of the El Tovar at Grand Canyon National Park, where we sold my work for 7 years, when a young girl stopped by to look at my photographs of Grand Canyon.


Moebius Arch, Eastern Sierra Nevada

We said "hi" to the girl who looked about twelve years of age. "I just love your photos" she said to me while she was looking carefully through one of our bins of matted photographs.

"Thank you, where are your parents?" we asked.

"Oh they are upstairs unpacking and they let me come down to look at the artwork" the girl said.

"What is your name, we asked?"

"Missy" she answered. We talked with Missy for a while, showed her images of sunrise and sunset taken from the El Tovar overlook in front of the hotel, and then she left.

Later that day she came back with her parents. Her father walked over to the other side of the porch where another photographer was selling his work and chatted with him for quite awhile.

The young girl stayed on our side of the porch, waiting for her father to come over. Since he wasn't coming over she eventually went to the other side herself and brought her father over to where we were.

"This is the artist I was telling you about" she told her dad. She then began to show him her favorite images of Grand Canyon, explaining to him what we had told her previously about where the photographs were taken from.

Her father smiled at us and said "Hi, nice to meet you. My daughter really wanted me to come down and see your work. At first I thought you were on the other side of the porch. That's why I was talking to the other artist. I am glad my daughter came to get me because I want to buy several photographs from you, not from the other artist!" He then showed us which ones photographs wanted. When his selection was complete he had selected five 16" x 20" framed photographs. As he was paying us he said, "the reason why I am buying from you is because you were so nice to my daughter and because she really likes your work."

This was a very nice sale, one we could have lost if we had dismissed Missy on the basis of her age. You never want to qualify a customer from visual clues alone. Talking to people and asking questions is the only reliable way of qualifying a customer. Just because they are children does not mean that they are not customers.<>/P>

**About Alain Briot's Advanced Marketing Mastery Workshop on DVD**

I just released a new photography marketing tutorial: the Advanced Marketing Mastery Workshop on DVD This tutorial teaches you how to sell your work in the [post]-recession environment. It is designed complement my book Marketing Fine Art Photography. While my book is a good introduction to the subject of marketing your photography, the new Mastery Workshop on DVD goes way beyond the book by giving you knowledge and information that I have not made available previously. The goal is to show you exactly what you need to do to sell your work profitably today. It also tells you what not to do so that you don't make the mistakes everyone else is making.

It includes a study of limited editions and a detailed 'manual' to handling stalls and objections. After reading this 'manual' you'll no longer have customers 'get one on you!' You will know what to say, no matter what they come up with. And if there is a stall or objection I forgot to include (unlikely but possible) let me know and I'll add it to the free DVD Owner Updates Area together with the answers appropriate for this specific stall or objection. In short, you will learn how to make sales to people that before you would have let walk away! Think about how many sales you lost that are now going to be yours.

It also includes much more but I don't have the space to explain everything here so go to the Advanced Mastery DVD description page to read the rest of the story.

**Alain Briot - NPN 2054**

Comments on this instructional nature photography article? Send them to editor@naturephotographers.net.
Members of the Nature Photographers Network™ may log in and leave their feedback in the comments section below.

**Alain Briot** creates fine art photographs, teaches workshops and offers DVD tutorials on composition, conversion, optimization, printing and marketing photographs. Alain is also the author of *Mastering Landscape Photography. Mastering Photographic Composition, Creativity and Personal Style* and *Marketing Fine Art Photography*. All 3 books are available from Amazon and other bookstores as well from Alain's website.

You can find more information about Alain's work, writings and tutorials as well as subscribe to Alain's Free Monthly Newsletter on his website at http://www.beautiful-landscape.com To subscribe simply go to http://www.beautiful-landscape.com and click on the Subscribe link at the top of the page. You will have access to over 40 free essays by Alain, in PDF format, immediately after subscribing.

Alain welcomes your comments on this essay as well as on his other essays. You can reach Alain directly by emailing him at alain@beautiful-landscape.com.

# Adventures in the Landscape: The Photographer's Ephemeris

## Introduction

It took a few moments for me to remember what I was waiting for as the sound of the Border Patrol truck faded. With camera gear in tow I stood facing east in the evening light, looking towards a set of limestone cliffs a few miles from the Mexican border in Arizona's Parijita Mountains. The edge of the moon, as it began to rise on the horizon, quickly reminded me why I was there: I was "field testing" The Photographer's Ephemeris - and I only had a short time to get the shot.

The Photographer's Ephemeris, or TPE for short, is a software application that allows you to plot, plan, and previsualize the variables of both the sun and moon for a given location at a specific point in time. Available in both desktop (free) and tablet/smartphone (paid) versions, TPE runs on Windows, MAC/iOS, and Android platforms.

It helps to have a general composition in mind before you begin using TPE. Have you identified a particular mountain range that would be enhanced by a crescent moon? A lone tree which would look great with a rising sun rising behind it? These are examples of previsualization, a concept described by Ansel Adams as "the ability to anticipate a finished image before making the exposure."

## Where do you want to go today?

I'm going to share how I recently used TPE to plan a moonrise photography shoot in the aforementioned Parijita Mountains. For the purposes of this article, I'll be covering TPE for the iPad.

To start, I opened up TPE and searched for "Pena Blanca Canyon." Although close by, the location TPE chose for me was not exactly where I wanted to be so I had to relocate the pin from my initial location. Using the iPad's pinch gestures, I zoomed out and then dropped the primary (red) pin to my desired spot, a dirt road directly across from the cliffs.

Since I was already using the iPad in landscape orientation, I scrolled thru the coming days to determine when the next full moon occurred, which was July 22nd (see Figure I). However, instead of concentrating on July 22nd, I actually choose the day before - the reasoning being that the day prior to a full moon gives you roughly one hour of a rising moon before the sun sets.

Since I had narrowed down my date to July 21st, I wanted more detailed information. A turn of the iPad to a portrait orientation gave me what I was looking for: instead of having 7 days of information on the right, I now had expanded details for one day at the bottom of the screen. I also had a slider below the 2 panels, allowing me to view the changing horizon lines (sunset, sunrise, moonset, and moonrise) over a 24-hour period. Tapping the '24' button will change it to '1' giving you data for a 1 hour period and more precision with the horizon lines.

Another thing you'll notice when in portrait orientation is the addition of a second, grey pin. Called the Geodetics function, this powerful tool provides you with data on the relationship between the primary (red) and secondary (grey) pins in terms of altitude, distance, elevation, bearing, and horizon – and how they affect your shot. You can also swap the two pins, by tapping the geodetics button. Now, instead of imagining a shot with the moonrise above the cliffs, you can see how the light will appear as if you were standing on the cliffs, looking back towards the dirt road - light from sunset will be seen in the northwest; sunrise will be to the northeast; moonset to the southwest.
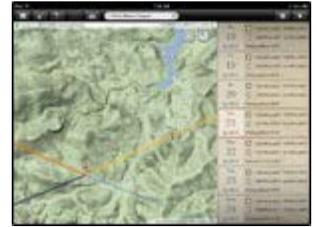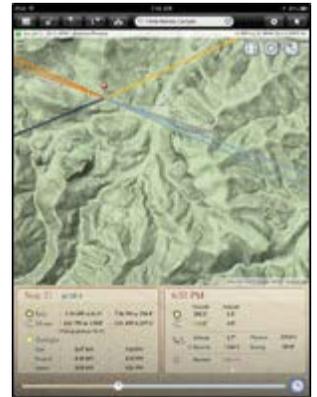

Figure 1 - TPE in Landscape


Figure 2 - TPE in Portrait
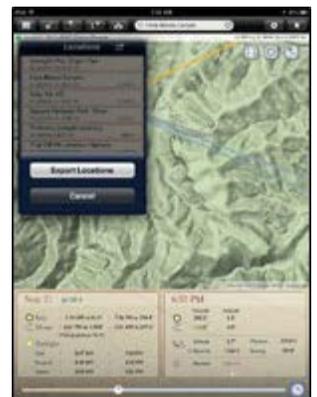

Figure 3 - Adding a Location


Figure 4 - Exporting Locations

In my instance, I could see that on the 21st the moon would be rising at 6:31 pm and that sunset was at 7:26 pm, giving me roughly one hour of the moon in the sky before it turned dark. However, just because the moon was rising at 6:31pm did not mean that it would actually be visible from where I was standing. Take a look at Figure 2, specifically the altitude information: you can see that the moon's altitude is 4.0 and the geodetics altitude is 3.7. What this means is that the moon has risen far enough in the sky above our secondary pin so that we can see it – and photograph it. Much earlier, say 6:45, the moon's altitude would have been lower, and not visible. TPE recognizes this by displaying a dashed line – once the line goes solid, it means we can view the moon.



Figure 5 - Moonrise Over Cliffs

## Location, Location, Location

Since I was happy with the TPE information for my upcoming photo shoot it was time to store it for later. The 3rd icon across the top menu bar from left to right is the locations button. By default, TPE will use your current pin's data; it also supports entering GPS coordinates to create an entirely new location.

After you've saved a location you have the option to export this data and import it on another device where you run TPE – iPhone, desktop, etc. As long as you have email configured on your iPad, TPE automatically generates a message with your locations as an attached .kml file. Simply re-import the .kml file on your other device. Added bonus: integration with Google Earth is possible (.kml files are used by Google Earth).

## The Result

Here's a picture from my July 21st adventure with TPE. I processed the image in Adobe in LR 5 using a split-tone effect. In my opinion, TPE is an invaluable tool for landscape photographers and well worth the $8.99. I'm looking forward to using it again soon!

For more information on TPE visit http://photoephemeris.com.

Comments on this nature photography article? Send them to editor@naturephotographers.net.
Members of the Nature Photographers Network™ may log in and leave their feedback in the comments section below.



**Fred Weymouth** recently moved to Tucson, Arizona after living in Maine for 15 years. He works as a Systems Engineer and Information Technology Consultant while pursuing his passion for travel, photography, and writing in his free time. For more information visit his website www.FredWeymouth.com.