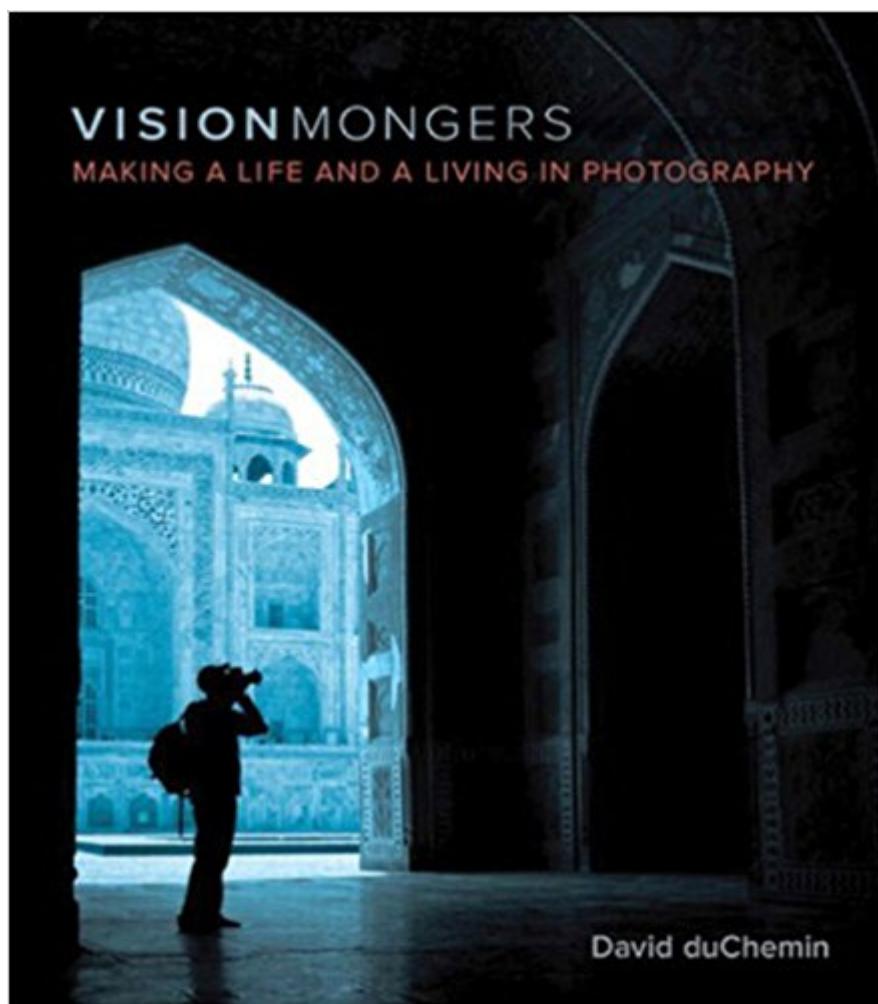


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# **VisionMongers: Making A Life And A Living In Photography (Voices That Matter)**



## Synopsis

For those who want to make the transition into the world of vocational photography—staying true to your craft and vision, while fusing that craft with commerce VisionMongers is a great place to begin your journey. With a voice equally realistic and encouraging, photographer David duChemin discusses the experiences he's had, the lessons he's learned, and the practices he's adopted in his own winding journey to becoming a successful working photographer. When it comes to this personal, honest combination of craft and commerce, there is no single path to success. Everyone's goals are different, as is everyone's definition of success. As such, VisionMongers does not prescribe a one size-fits-all program. Instead, duChemin candidly shares ideas, wisdom, and inspiration to introduce you to, and help you navigate, the many aspects of transforming your passion into your vocation. He addresses everything from the anxiety-riddled question “Am I good enough?” to the basics—and beyond—of marketing, business, and finance, as well as the core assumption that your product is great and your craft is always improving. Along the way, duChemin features the stories of nine other photographers—including Chase Jarvis, Gavin Gough, and Zack Arias—whose paths, while unique, have all shared a commitment and passion for bringing their own vision to market. With VisionMongers, you'll learn what paths have been taken—what has worked for these photographers—and you'll be equipped to begin the process of forging your own.

## Book Information

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## **Customer Reviews**

I bought this book after hearing Zack Arias and Chase Jarvis mention it during an interview. At first, I was not very impressed and disappointed with my purchase. After setting it aside for a few days, I began to read it again. I think I gave it a more appraisal the second time around. The author chose Vision Mongers for the title as a reference to selling visions. I would say that is the perfect description of what he's talking about - selling one's authentic artistic vision without selling one's soul. I think this book should be read; and used to guide a thorough self-evaluation by everyone who thinks that they might, possibly, maybe, someday want to become a professional artist in any medium. His experience with loving his art, avoiding his art, coming to love it again and finally balancing his personal and artistic principles with the requirements of marketing his skillset and vision in order to pursue his vision gives a good insight into what it takes. Perhaps his counselling background gives the author an advantage - but regardless, anyone considering a career in the any art will likely save themselves much time and travail if they read this book and conduct a deep self-evaluation first. There is no shame in becoming a professional and there is no shame in choosing to not; but everyone should know which they truly want. Edit: 12/26/2015 If you decide that you want to become a pro, or even if you just want to get better, follow this one up with "Picture Perfect Practice: A Self-Training Guide to Mastering the Challenges of Taking World-Class Photographs" by Roberto Valenzuela.

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David duChemin has it figured out and he's not afraid to tell you the secret. In his new book, VisionMongers: Making a Life and a Living in Photography, he leads us down the path a budding amateur photographer can expect to trod in order to turn his/her passion into a successful vocation. David (not Dave) lays it out plainly and simply that being a professional is not for everyone. It's not just about being talented, original, or well-versed in your craft. It's not even enough to be passionate about what you do--though that's a big contributing factor to success. It's about hard

work and paying attention to the business side as much as to the craft of photography. That may mean finding the right people to do some things for you (marketing, finances, legal, etc.), but they have to be done. While scaring the crap out of you (but nicely), he talks about his own path to photography as a vocation and interspersed throughout the book, he describes the journeys of several pro photographers you might recognize, like Chase Jarvis, Gavin Gough, Chris+Lynn and others. These stories can inspire you or scare you, depending on how you interpret them, but they certainly make you think about photography as a vocation. In the end, what's the secret he reveals? Why, that there is no secret. There's no formula for your path to success in photography because you bring something unique to the pursuit of the craft. That may sound a bit disingenuous, but David certainly knows what he's talking about, having experienced his own "long, strange trip" to professional photography. I highly recommend this book, along with David's previous book, *Within the Frame: The Journey of Photographic Vision*, to anyone who has thought about turning their passion for photography into a career. There's an ancient proverb that says "when the student is ready, the teacher will appear." I think for many of us, the teacher has arrived. David pulls no punches in letting you know what's expected, but if you're still willing to give it a go, he's there in your corner.

I love David duChemin's work. Seriously: *Within the Frame*, *Vision and Voice*, his ebooks available through Craft and Vision, and his blog, *Pixelated Image*. I'm looking forward to *Photographically Speaking*, too. But this book was not for me. It's not about photography itself. Nor does it pretend to be. However, I thought that, since I loved his other work, I'd like this as well. But it just wasn't written for me, because I'm not thinking about going pro. And if you're not, either, don't bother with this book. That said, I don't think it was a waste of time for me. For one thing, it confirmed why I'd never go pro! And it was very well written. Now, if you're thinking about going pro, this book is a must read! It's not a how-to manual, by any means. But it will help you think about the right things in making the big decision. Have you thought through all the business stuff that needs to be considered in running a photography business? If you haven't, you'll probably fail. The author helps you do that. And he tries to warn you not to do it: it's hard work. According to him, you should only become a vocational photographer if you can't imagine not doing so, and are willing to make the sacrifices and do the work -- yes, even the unappealing stuff -- that it will take. Very good advice! So, although the book is not for me (and probably not for most of you), it is an excellent book for those who are considering going pro.

I couldn't figure out why he loved this so much as typically I agree with everything the man says. Midway through the book I see a write-up about Zack which then cleared up for me the reason why he recommended the book. This book just never grabbed me and I can't really say why, just wasn't for me I guess. The images didn't blow me away and the authors apology for not being able to include his best images because of certain publishing restrictions just didn't sit well with me from the start... almost like he was apologizing for a book he knew was sub-par. If you're looking for a book that will pump you up and get you excited about photography or beginning a career in photography, buy Photography Q&A by Zack Arias.

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