

# MMWYC Training Program

Make Money With Your Camera

Lesson # 1

## Sports Photography Basketball And Hockey

By

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# Foreword

Welcome to your first MMWYC lesson!

I'm excited to have you as a valued member of our 12-month training program, and am looking forward to seeing you make money with your camera in one or all of the different markets that we will teach you in the coming weeks.

Before we begin with the inaugural training, there are three important things that I need to mention to you...

## 1) **Time Released Bonuses Every 90 Days.**

Once per quarter, you'll automatically receive a FREE bonus as an active MMWYC subscriber. This will appear in your inbox approximately every 90 days and will include accessories and training materials to further streamline your training and create extra profit for you. Additionally, there are some built-in "surprises" (templates, tools, coaching, etc.) along the way at unspecified intervals. And, finally, there is a SUPER "graduation: bonus at the completion of your 12-month training that is literally worth more than the entire year's subscription dues... so look for that on graduation day.

## 2) **What's In Store The First Few Months.**

I want to give you just a quick look at what we'll be covering during the first 10 lessons of your training.

Lesson #01: Sports Photography – Basketball and Hockey

Lesson #02: First Communion Photos

Lesson #03: Dance Recitals

Lesson #04: Little League Baseball and Girls Softball

Lesson #05: Wedding #1 - Preparation

Lesson #06: Wedding #2 - Production

Lesson #07: High School Seniors

Lesson #08: Golf Tournaments

Lesson #09: Travel and Real Estate Brochures

Lesson #10: Aerial Photography

I have started this training series in February, so I will create the lessons to coincide with the season or times that you would want to start and market each group. The lessons will have basic and advanced techniques in each photography market, so no matter whether you're a beginner or veteran there should be information for everyone.

### 3) **Why You Should Never Cancel**

There are many reasons why you should stick with your membership (it's great training, if you keep quitting one thing and going to another you'll never get anywhere, even if you don't use it all now you can archive it to use later, etc.) but there is an all-important reason that I have to warn you about from the beginning. Each of your lessons is sequential and delivered by autoresponder.

***That means, if you decide to cancel and rejoin at some point in the future, you'll have to start all over again with the very first lesson.***

There is no "picking up where you left off" with this training program. I **strongly** encourage you to stick with this for the entire 12 month duration... trust me when I say that you'll thank me in the end.

Now that we've gotten the housekeeping out of the way, let's get to the reason why you're here... the lesson!

# Introduction

In today's lesson we're going to learn how to photograph Sports, (basketball and hockey). I'm going to give you a start up checklist and then go into all the activities you need to know to profit from this market.

I assume that everyone here has their own SLR camera and knows how to use it. If you do not yet have an SLR camera, (whether it's a Nikon, Canon, Olympus, or any of the other fine cameras that are on the market now), you can go to [Adorama](#) who is one of the largest and most reputable camera dealers and probably get what you need for the best price. If you're a beginner and need to brush up on your digital photography skills then [digital photography secrets](#) is a good guide.

In a nutshell these are all the things we will be covering in this lesson:

## **Twelve Steps To Profit From Basketball And Hockey Sports Photography**

### **1) Decide who your customers are and how to contact them. (Time: 60 Minutes)**

*The sports market is a huge one and there are many opportunities here because almost everyone has their children involved in structured hockey or basketball programs at some point in their youth. And that can be any time from the time they are very young right on through college. And I'm sure you remember either being photographed at one of these times or someone in your family being photographed during this time period.*

**You can find your clients in any of the number of places listed below**

- 1.Hockey Rink Bulletin Boards
- 2.Basketball Gym Bulletin Boards
- 3.Search internet for local basketball or hockey youth programs
- 4.Local elementary school sports programs
- 5.Local junior and senior high sports programs
- 6.Local college sports programs.
- 7.Elite club sports programs
- 8.Watch for tournament listings in the newspaper

## 9. Word of mouth from connections

You will get in touch with these contacts by mail, e-mail, or phone. This contact info will be listed somewhere on the paperwork in the above locations.

### 2) Now that I know who they are what do I say to them?

*First you need to know what you are going to try and sell to them. If your fairly new in the business then you are going to probably want to see if they would let you to take candid action shots at the games and offer them to the players and parents (I will explain how you would sell to them later on in this lesson).*

*If you go after the High School market, the boosters are always looking for a gift to give to the graduating seniors. We do quite a bit of this work and it is easy to get. I will explain later in the products section.*

*If you want to go after the big money, then you want to get into photographing youth leagues. I will warn you that it is very competitive, but if you have any contacts in the leagues it can be very lucrative. You can easily make **\$1000** to **\$5000** per day depending on the size of the league.*

*When you decide which of these models best suits your experience level and what you want to take on, then get in touch with these people and ask them for an opportunity to work with them, and some of them are going to say yes, and you will be on your way.*

### 3) Samples of Photos And Products

*On the next page I will show samples of some finished posters and some of the photos we took and needed to complete the posters. I am going to send you a bonus of 5 movie tutorials that will show you step by step how to make these posters with Photoshop. This is a product that we sell for \$27 so be on the lookout for it. It will be sent to you as **Bonus Montage and Poster Creation**. I will also send you a link to a special image gallery that will have samples of everything we learn and talk about, watch for it. I did not include a sample of a Memory Mate which is a small individual head shot, and a larger team photo on a photo folder. These will be in the image gallery that I send a link to you for later. It will include memory mate ideas for all sports and events.*

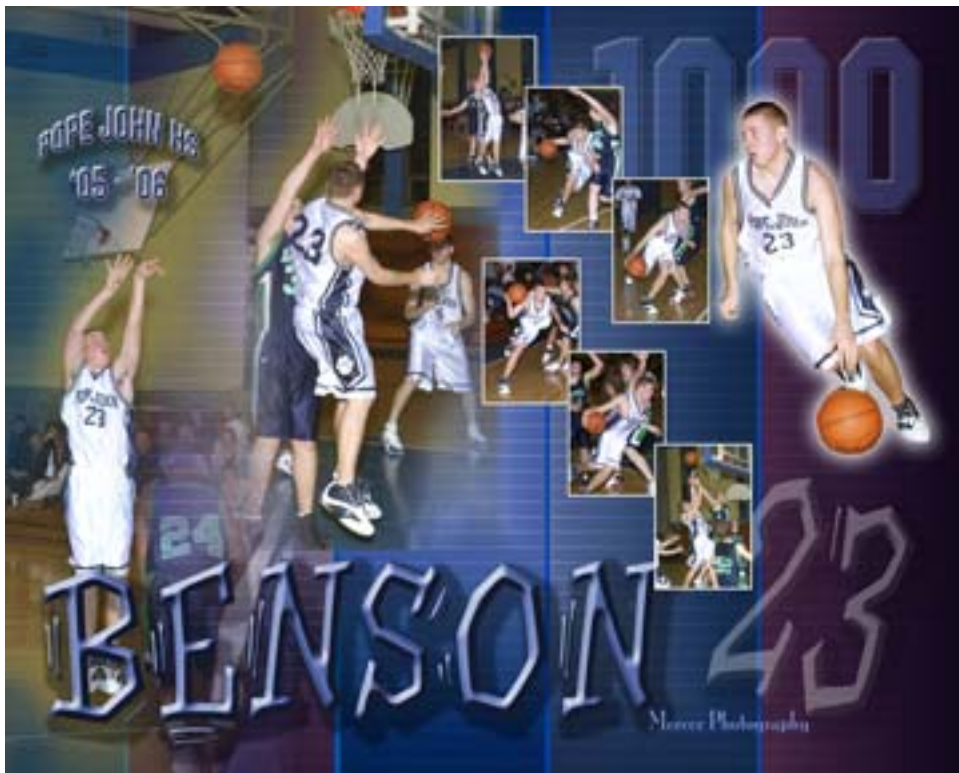


Finished Hockey Poster





**These are some of the images to create the posters for Hockey**



**Finished Basketball Poster**



**These are some images to create Basketball Posters**

**Some of these images are taken during the course of the games and some of them at practices. When you are taking action photos during the game you get only the players that start or play all the time, so you need to go before the games or at practice to get the players who do not get to play in the games. When you stage the photos at practice, make sure you know which poses or moves you want the players to do beforehand (usually 4 or 5) so that you do not disrupt their practice for too long.**

## Equipment Check List



**Nikon D300**



**Nikon D40x**



**D300 on Bracket**



**Tripod**



**Pistol Grip**



**Bracket with Flash**



**Camera Cards**



**Softboxes**



**Studio**



**Telephoto Lens**



**Wide Angle Lens**



**Flash Meter**

4) This is some of the equipment that we use. We use Nikon cameras, but like I said before all of the top brands like Canon, Olympus, Pentax, etc... make great cameras, its just up to your personal preference. I like to always check before I leave for a job, to make sure I have all the equipment I am supposed to and it would be a good practice for you to get into doing this also. The Nikon D40x does just as good of a job for almost everything we do, and cost less than \$1000 than the Nikon D300. So you don't have to buy the most expensive stuff.

**I will have a forum set up before your second lesson so everyone can discuss What we learn here, ask any questions, and add what we might leave out.**

### **5) What Photos and Poses Should You Take**

*If you choose to take game action photos (which will be the easiest market to break into initially) then you will just be following the ball or the puck or wherever the action is. Having played either game or having knowledge of the game means that you will better be able to anticipate the action and therefore get better photos. This photography is speculation but in the digital age your only investment is time.*

*If you choose to photograph youth leagues then you will need a system which I will explain in the paperwork section. You will only need to take a basic pose of the individual with a basketball or standing with their hockey stick and a team photo. So as far as the photos go it is not too difficult. Again I will send you a link in a few days that will show all these poses and setups.*

### **6) Tips and Secrets for the day of the Events or Games**

*On the day of the shoot, if you are shooting game action photos, then you will need your camera and a good flash unit and business cards that have your website or photo viewing information. Also bring a wide angle and telephoto lens, and backup equipment if you can afford it ( there is nothing worse than equipment break down and having no back up. And if your in the business long enough you can be sure that it will happen to you. **Make sure you know all you can about your equipment, there will nobody to help you if you have a problem.** You want to be able to deliver and be professional.*

*If you are photographing youth leagues then it is even more important to have backup equipment (I would not photograph these events without backup equipment) it is so busy during these events that you can not afford any down time.*

*Some times you can take pictures on the ice when you are photographing Hockey*

*but because you want to photograph the players without their helmets the rinks prefer that you setup off ice. So in that case you would need a background (usually a muslin and 2 background stands and a background pole and clamps to hold everything in place. Same for Basketball, these will give you better photos anyway and appear more professional.*

*When I photograph action photos, I always stand to either side of the basket or the goal post, that way they come right at you for better photos.*



**This is a sample background on portable holders that we use**

## **7) What Forms and Paperwork do You Need**

*When you are doing game action shots, the only paperwork you need is business cards with viewing and ordering information. The person in charge of the boosters or whatever program your working for will usually get the word out for you in their newsletters and bulletins.*

*When you photograph youth leagues, you need an order form envelope. The information that should be on this form can be any of the following products that I am going to list in the pricing section next. It should also have the following information:*

- 1.First and Last Name
- 2.Address
- 3.City or Town
- 4.Phone #
- 5.E-mail
- 6.Players Name
- 7.Players Jersey #
- 8.Name of League

## 9.Players level

### 8) What do I price My Work and Products At:

**The posters are priced at \$65 for a 16x20, they cost \$18**

*Game action shots can be sold as individual prints at the suggested prices:*

1.4x6=\$7	Costs.19
2.5x7=\$13	Costs.99
3.8x10=\$20	Costs3.99
4.Wallet(4)=\$13	Costs1.79
5.11x14=\$40	Costs7.99
6.16x20=\$60	Costs17.99

**So as you can see, you can make a pretty good profit just selling prints on spec  
Listed below are more items you can add to your youth leagues or spec photos**

Mugs  
Mugs  
Tiled Mugs  
Mugs with Starbucks Card  
Mugs with Ghirardelli  
Chocolate

Prints & Posters  
Prints  
Collage Posters  
Prepaid 4x6 Plans  
Scrapbook Pages  
Large Format Prints  
Annual Print Plan  
Custom Framing Service  
Canvas Prints  
Prepaid Portrait Plan  
Snapbooks™

Photo Books

12x12 Memory Book

8x8 Story Book

8.5x11 Classic Book

5x7 Casual Book

4x4 Brag Book

Adventure Books

Cards

Greeting Cards

Photo Cards

Designer Cards

Note Cards

Calendars

Collage Calendars

Classic Calendars

Calendar Mouse pads

Calendar Magnets

Year-at-a-Glance

Calendars

Photo Gifts

Mugs

Desk Organizers

Mouse Pads

Magnets

Luggage Tags

Tiled Mugs

Keepsake Boxes

Canvas Prints

Mugs with Ghirardelli

Chocolate

Playing Cards

Mugs with Starbucks Card

Pewter Ornament

Puzzles

Coasters

Canvas Tote Bag

Calendars

Storage

Apparel & Accessories

Bucket Totes

Everyday Purses

Cosmetic Bags

Pewter Key Rings

Sterling Bracelets

Sterling Necklaces

T-shirts

Canvas Tote Bags

Aprons

DVDs

Archive DVDs

PhotoShow DVD

Frames & Albums

Tabletop Frames

Wall Frames

Multi-Image frames

Flat Page Albums

Pocket Albums

Brag Book Albums

Custom Framing Service

Storage

Image Services

Archive DVDs

Custom Framing Service

Studio

Film Mailers

Upload by Mailing a CD

Gift Certificates

Gift Certificates

**All these products are available at Shutterfly which I will be sending you a movie on how to use in 1 week.**

## **9) How do I present my photos to clients for viewing?**

*There are all kinds of ways to show and present your images to your clients and we are going to show you many of them. The first we are going to show you is Shutterfly which is a reasonably priced web solution to present and sell your images. It is user friendly for your clients, easy to set up, and does most of the management and accounting for you. Watch for the movie tutorials on how this all works in 1 week. Sorry to present so much information in your first 2 lessons, but once you have some of these things set up they can be used for most of the markets you choose to work in.*

*In coming lessons I will also give you bonus movie tutorials on how to make Your own web site and have control of everything.*

*Wordpress Blog Website will be the Free Version*

*Xsite pro will be the Reasonably priced software version*

**Both are WYSIWYG and Easy to Learn**

## **10) What Time Frames Should You Deliver Your Work Within?**

*You should tell your clients to expect delivery of their orders within 3 weeks of when they ordered their photos. You should either deliver the photos to the contact person who hired you so that they can distribute the orders.*

*Or collect shipping and handling with your order and mail the orders to your clients. This way if the contact person messes up and is slow to deliver the orders*

*you will not be to blame. I think this is the best option. Also make sure to get their e-mail on the order form, so you can inform them when the orders are sent.*

## **11) How Do You Prepare The Images For Printing And What Are My Options**

*Now like I said, I am going to be sending you a movie tutorial on how to work with Shutterfly as well as others in coming lessons. Also feel free to use Costco or Sams Club to do your printing. They are both very reasonable, do a great job printing, and are very fast. But whoever you decide on, I will tell you how we prepare our images for printing which I think is a good system.*

Now I assume that you have photographed at your cameras' highest resolution, and hopefully your camera is in the 6-12 magapixel range

- After you have downloaded your images to a folder on your computer
- In Photoshop use the Browser Function within Photoshop and edit your photos to the ones that you want to print and save to a separate folder
- We then color correct and sharpen all the images before we size them
- We then save them at 4inches by 5inches at 300 dpi and burn them to cd
- If you order from Costco or Sams, then take the cd there and do your ordering right from the Kiosk (very easy to use)
- If your sending them out online to be printed, then just follow the vendors online instructions and you should be fine.

## 12) Delivery and Customer Service

*When you receive your orders from whatever source you decided to have them printed at, then just deliver them to the contact person or mail them. Expect some people to not be happy( no matter how good you do, you always get people who complain) just refund their money and move on. Most people will be very happy with you. That is why you want to get e-mail addresses. Now you can market to them when you learn about new markets. **Because its easy to sell to someone who likes you and your work.***

**That's it for this lesson. Don't forget to watch for the bonus tutorials that I will be sending you within the next week.**

**See ya in two weeks!**

**Ed Mercer**  
**Publisher, MMWYC Training Program**

**P.S. For next lesson I will have a Forum setup to address everything you want to know about **"Making Money With Your Camera"**. I will also make available 50 private coaching slots for those of you that want a real quick start.**

## **Coming Up Next Lesson...**

### **Lesson #2 First Communion Photographs**

**In this lesson we'll take an in depth look at the "First Communion Photographic" market. This is going to be a great lesson for both beginners and experienced photographers, so stay tuned. ( Note: We've got a special bonus for you: a copy of the template that we Use when we photograph first communions.**

**This is where previous lessons will be listed...**

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