

Jackson Dog Photography

May 20, 2009 / Gavin Jackson

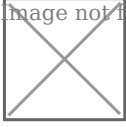
business

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[My Dog](#) Originally uploaded by [gavin.jackson](#)

I've decided to start up a small business (in my spare time), specializing in dog photography. The website is <http://www.jacksondogphotography.com>.

The rationale goes like this: I would like to indulge my passion as an amateur photographer, but I don't want to do it full time, I'm not overly interested in shooting weddings, don't have the confidence for stock photography or human portraits.

I do like dogs however, and I think my target market likes dogs too - I think it would be interesting to meet other dog lovers and provide them with some good quality photos of their best friend.

I also want my customers to own the digital images (both the RAW digital negatives, and the post-produced JPEG images). This allows people to get as many prints as they want (eg by developing them at Domain or Harvey Norman) with no strings attached.

With low startup costs, it also struck me as a low-risk way of finding out how to effectively run a small business. From what I can tell all I need to do is register my business with the NSW Department of Commerce, purchase public liability insurance, start up a website, come up with a marketing strategy, keep good records of sales (for tax time), and create raving fans of my product...

I'm not actively marketing the company at present. I am however taking bookings, so let me know if you would like me to shoot your dog (or feel free to pass my details on to friends). My upcoming availability and rates are available via the web site.

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