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“The *Fast Track Photographer* is completely fresh! In a sea of "how-to" photography books, this lighthouse really stands out. It's destined to become a staple on every photographers bookshelf.”

—Kevin Kubota, Professional Photographer, Entrepreneur
and Author of *The Digital Photography Bootcamp*®

**FAST TRACK PHOTOGRAPHER : the definitive new approach to
successful wedding photography
by Dane Sanders**

You are not your photography.

As a new era dawns in the wedding photography industry, a slew of new possibilities have opened up for every photographer intent on making their mark as a professional. The only problem is the rules of engagement have changed and navigating those possibilities successfully has never been more challenging.

Want to *Fast Track* your photo career and establish a competition and recession proof business along the way? **Dane Sanders** shows you how in **FAST TRACK PHOTOGRAPHER: the definitive new approach to successful wedding photography (Cut Frame Press, on-sale: July, 2008).**

Fast Track Photographer is based on Sanders’ remarkable rise as a professional photographer, entrepreneur, sponsored speaker, teacher and writer.

Successful photographers in this new digi-flat era, he argues, have abandoned the “fake it ‘til you make it” mantra and instead mastered the new currencies—strength through authenticity—to create custom brands that are unstoppable.

In less than five years, Dane Sanders has gone from relative unknown to international household name in the wedding photography industry. Dane exploded onto the scene with his “photo minute” video podcasts, highlighting some of the absolute best practices available to simplify everyone’s photo lives. As the digital revolution became the establishment, Dane took his own insights and integrated them with those of some of the world’s finest entrepreneurs and photographers and put those discoveries to work for you in an accessible and humorous style that will change the way you view professional photography forever. See what others are saying about *Fast Track Photographer*...

"Dane Sanders is a genius at breaking down advanced marketing ideas into simple formulas that everyone can apply. This book is a must read..."

- Mike Colon, Celebrity Wedding Photographer

"If you're thinking about becoming a professional wedding photographer, you owe it to yourself to read this book."

- Amit Gupta, Founder of Photojojo.com

“This book provides an insiders' view of the industry while laying out a clear flight plan to success. I highly recommend it.”

- Frederick Johnson, Adobe Systems

The truth is you can make your dream of becoming a professional photography a reality. Let Dane show you how to...

- STOP feeling like you need to be something you're not to make it as a professional photographer and START (re) claiming your unique core value engine that will supercharge your photo career.
- STOP believing that there is only one way to go pro and that it necessarily involves signing your life and bank account away to do it and START *Fast Tracking* your way as a leader in one of the most compelling, creative and commercially viable industries around.
- STOP blaming the industry and the newbie's in it for your challenges and START taking responsibility and learning the disposition, skills and technologies that will empower you to claim your rightful place as a success in the professional ranks.

Get ready to disrupt your reality, reset your paradigm and take the first steps to finding your unique fit in the ranks of photography professionals. *Fast Track Photographer* is the ultimate guide to establishing your starting point, setting your dreams and getting from here to there in record time. Enjoy the ride.

ABOUT THE AUTHOR:

Dane Sanders, professional photographer, entrepreneur and author, has been featured in the *Rangefinder*, *Professional Photographer*, *American Photo*, and other media. He has created over 100 “photo minute” video podcasts and is a sponsored speaker for Adobe, Pictage and liveBooks. Dane and his wife have four children and make their home in Southern California.

FAST TRACK PHOTORAPHER

The Definitive New Approach to Successful Wedding Photography

by Dane Sanders

**Cut Frame Press
on-sale: July 2008**

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