

Your Photo Experts

Travel Like a PRO

Traveling with photography gear can be a challenge. You want to be well-prepared but not bogged down with unnecessary items. And if you're traveling with kids or other family members, you have additional luggage and items to consider. Here are some of our favorite tips from traveling photographers who know how to travel light while remaining prepared for any shooting situation:

Consider Your Schedule: How much time will you have to explore and photograph your favorite subjects? Consider your schedule to determine how much gear you will really need and use. For example, a family trip might give you more flexibility in your schedule than a business trip (unless photography IS your business), and this one issue will impact what you need to pack.



Consider Your Subject(s): For many photographers, a few key accessories will cover a multitude of photo opportunities. Consider bringing just one lens, such as an all-in-one lens with a 24-200mm range (or something similar), allowing you to transition from wide angle to solid telephoto. Unless you are embarking on something very specific, such as macro photography, a single lens will cover most situations while keeping your luggage light.



Multi-Purpose Packing: Choose a bag that can keep you hands-free while also carrying more than simply your camera gear. Like your photography equipment, you'll benefit from a bag that does double duty carting your most important items. Our ProMaster Adventure backpack series offers excellent organization and room for items such as laptop, cables and other items. Made of waterproof canvas and available in black or khaki, this backpack will keep you hands free and mobile while on the road. <http://bit.ly/1GxKWO6>

Shooting on the Side: Making Money While Working Full-Time

Don't worry – this isn't an infomercial designed to sell you a guaranteed get-rich quick program. If you're looking to place – or keep – one foot in the photography industry while working full-time, there are a number of ways you can earn additional income (and work credits) without forgoing your current job.

For example, consider the small businesses in your area and what needs you might fill. While many aspiring photographers immediately pursue big companies in the hopes of landing a large project, the reality is that those businesses likely have their own resources lined up. It never hurts to pursue big clients, but remember that the smaller ones may end up being your bigger payday. Small businesses with only a few employees are not likely to have their own designated marketing departments, staff photographers and other related resources. Consider how your skills might benefit their businesses and compile a list of potential clients. And remember, follow-through and persistence are key to earning new business!





Stability on the Go



Keeping your camera stable, most notably hand movement, is critical to creating tack-sharp images. Your favorite camera will benefit from ProMaster's ultra-portable keychain tripod. Colorful, compact and light, the keychain tripod attaches to your keychain or camera bag, making sure you're prepared for any situation. It's also perfect for gift giving, so pick up one (or several) here: <http://bit.ly/18ptd09>

The Whole Kit and Caboodle

Looking for lighting but not sure where to start? Consider a studio lighting kit. A lighting kit is a great way to begin exploring and understanding of proper lighting and is also ideal for beginners who need solid lighting options for freelance work ranging from portraits to product photography. Our lighting kits provide high quality and variety and are designed to help you harness light into a beautiful final image. Take a look at the ProMaster studio lighting kit options to see which would work best for you. You can also call, email or connect on Facebook, and we will gladly take you through the best options for your needs and budget. Here are a few options to consider: <http://bit.ly/1E0jFpx>



Instagram Quick Tip

Keep your followers fascinated by incorporating architecture and symmetry into your Instagram posts. Selfies, puppies and fashion are fine, but if you want to stand out in the photo feed, consider choosing a weekly theme. Exploring a city's architecture is one way to draw new followers through compelling imagery. Feel free to take several images from many angles and post one per day as a series. The visual interest will attract those searching for a #picoftheday that is unique and visually appealing. It may also spark new conversations in your comments section, which can lead to new connections and online camaraderie.