



# The Five-Minute Fix: 200 Tips for Improving Your Photography and Growing Your Business

*Dale Benfield*

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*Learning about photography and how to use a camera can be overwhelming to a newbie and frustrating to keep up with for a seasoned photographer. Benfield's book will take away that sense of urgency and leave you feeling satisfied by seamlessly (with a bit of humor—so it's a great read!) guiding you through his all-inclusive toolkit of photography "how-tos" that are necessary to establish yourself as a serious player in the game.*

—**Breanne Schaap, Drop It Modern Design House**

*The Five-Minute Fix* began as a way for photographer Dale Benfield to share his photography and business knowledge with a growing base of photographers who followed his business, Benfield Photography. These tips evolved into a huge collection of techniques, tricks, and advice for beginning through early-professional photographers, covering a variety of topics, from posing, shooting, and lighting to social media and sales—and much more!

Unlike many books for “beginners,” Dale takes photographers from the beginning stages and continues nurturing them into starting a business and becoming a professional. His approach of providing a lot of bite-sized chunks of information on photography techniques, business, and marketing in one book is truly unique. For the photographer who wants both business and photography knowledge, this single book takes the place of two! Plus, with Dale's accessible, conversational voice, you'll not only find the book informative—but fun and engaging, too.

- Includes over 200 bite-sized, easy-to-read tips to help photographers with technique, business strategies, and marketing
- Applies to photographers at all stages of their business, from aspiring to professionals
- Features beautiful imagery and the friendly, accessible approach of award-winning photographer Dale Benfield

**Dale Benfield** started photographing weddings in 1998 and later taught college photography courses while growing his photography business. In 2006, Dale moved his business from Joplin, MO, to Fayetteville, AR, to begin shooting full time. The move proved beneficial, and as the face of Benfield Photography, Dale has become one of the most sought-after wedding photographers in Arkansas, expanding to include destination weddings as well. He is on the speaking team for Miller's Professional Imaging and has spoken at major photography tradeshows such as Wedding Portrait Photographers International (WPPI).

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