

15 REAL QUESTIONS & TOPICS FOR DISCUSSION WITH DANE SANDERS ON FTP

- What are the biggest misconceptions people have about becoming a professional photographer?
- What are the first baby steps I can take to get started to Fast Track my photo life?
- What's the first thing you say to someone who tells you "I could never give up control of any aspect of my photography, my art depends on it?"
- Does the book work better for new photographers than established professionals?
- What do you mean by the statement, "you are *not* your photography"?
- A lot of the examples you use in your book are of young, single photographers. Do you have to be a single twenty-something to make the Fast Track System work? What if you have a family and other responsibilities?
- Do I have to quit my day job to become a professional photographer? Do I have to be an all-in risk-taker?
- What does it mean to build my business around my strengths? What if I'm just starting out and I don't know what my strengths as a photographer and businessperson yet?
- What is the difference between being in the "photography" business vs. being in the "photographer" business?
- Isn't photography becoming commodity? Can people really make a career out of taking pictures? Given the tough economic times we seem to be in, where is the wedding industry going?
- What is the Photographer DNA (or pDNA) and how can it help me right now?
- After all you have experienced and articulated, do you ever find it hard to follow your own rules of engagement with your photo and business life?
- You talk about "new rules for engagement" in the "Digi-Flat era"... what the heck is the "digi-flat" era and how should one best navigate it to win?
- Do the Fast Track principles work for all service-based industries?
- If there were one take-away from your book that your readers need to get, what would that be?