

LF35_0038 – Online Questions

1. Tell me a bit about your background...
2. How did you get started within this 'fashion' vertical in photography?
3. How do YOU describe fashion photography?
4. What is your strategy to establish yourself in this specialty?
5. How do you expect to compete with fashion photographers who have many more years of experience than you?
6. Who is your target market?
7. When you approach a fashion shoot, how is THAT approach different than a regular portrait session?
8. Where do you get your inspiration for the scene that you are trying to create?
9. How do you keep your work edgy & different?
10. Is the 'fashion look' really the new portrait/wedding look?
11. What steps should someone take if they are interested in focusing on fashion photography as a career?
12. What about video in the fashion world – do you see a place for the HD DSLR's?
13. You recently opened up a new studio, why did you decide to do that?
14. What steps did you have to take to make it happen?
15. What are your thoughts about doing 'location only' work versus having your own studio and the accompanying overhead? What are the tradeoffs?
16. Now that you have the new studio, how are you going to market yourself?
17. What role does social media play in your strategy?
18. You're involved in teaching, writing, classes, workshops and now a book project. Tell me about all that...
19. So, with everything that you have going, what are your one, three and five year goals? Have you mapped your future path out?

20. What else is Lindsay Adler into these days?