



## **Special Report:**

**Make Easy Money With Your Camera In 21 Days or Less.**

**With A Cheap \$125 Digital Camera, No Photographic Training  
and Absolutely Risk Free.**

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<http://www.PhotoBusinessGuide.com>

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- Put it inside a free or paid membership site
- Send it to your email list
- Use it for lead generation

***And most importantly, read it and take action!***

**"If You Can Take A Simple Snapshot of A House,  
Then You Can Make A Living With Your Camera  
And Take Orders Within 21 Days or Less..."**

- ✓ You need NO licenses, no expensive equipment and no photographic skills
- ✓ It's **easy to combine** with a regular job and a perfect source of **extra income** for students, retirees and work at home parents
- ✓ You'll get a list of 58 companies **eager** to hire people **like you** that you can contact **immediately**
- ✓ You'll discover the seven (7) **secret keys to get your images accepted** by your client. It's so **easy**, that you'll laugh when you see it
- ✓ You get checklists, example forms, resume examples, glossary etc. so you can accept your first assignment with **confidence**
- ✓ I reveal how you can get paid 50-100% more by doing exactly the same as everybody else - **just get paid better!**



**Take The 14 Day FREE Test Drive**

You're getting access to my entire system "Make Easy Money With Your Camera in 21 Days or Less" for FREE. You have 14 full days to test drive entire guide and can see instant results from using this easy to follow system.

**[>> Click Here To Take The 14 Day FREE Test Drive <<](#)**

## Are You Tired on Your Day Job?

I mean it... are you sick and tired of waking up every morning knowing you have to commute to work; just to be mismanaged by your boss, survive endless firefighting and buried in excessive administration.

Have you noticed that everyone is busy building enormous pyramid organizations with closed walls and no cooperation between the empires?

Are you sick and tired of office politics, pettiness, and worries about how every move "looks" – rather than doing what you want to do, focus on what is best.

And then you're stuck in a traffic jam on your way home...

Or even worse, are you sick of being a "wall-flower?"

You know what a "wall-flower" is don't you? He's that sad guy at the party who's too nervous to strike up a conversation with a pretty girl, so instead he just leans against a wall all night.

You may be laughing, but I know many photographers who are "wall-flowers" when it comes to actually pulling the trigger. They just don't have the confidence in themselves or to start their own photography business afraid they will fail.

***"You miss 100% of the shots you never take."  
- Wayne Gretzky***

I personally know more about this than is healthy for me. I was a wallflower in this kind of environment for 21 years before I told myself "**I've had enough!**".

I'm mad when I look back, but I'm **NOT** mad at my customers, colleagues or bosses, **I'm mad at myself**. I can't understand why it took 23 of my prime years to push myself over the edge and take action...

Is any of this sounding familiar for you?

Then you'll definitely want to read this.

## Imagine a Future Where You...

Drive around with your car and take photos of houses, cars boats and bulldozers in your neighborhood. Besides taking photos you also take notes and fill in simple forms provided by your client. After you come home you submit the forms and **photos to your client together with your invoice**.

No office politics, no firefighting, no mismanagement and no pyramid organizations...

Further imagine you make your own schedule, you decide by yourself who to work for and you make a living from your hobby.

**And most importantly, I want you to imagine:**

## You Do This in 21 Days From Now

Yes, it's possible to make a living from photography in 21 days or even less if you take action and follow the advice in this Special Report

That's a very bold statement, how can I be so sure you can do it?

One important reason is that the plan is simple and **simple is good**.

***"If you can't explain it simply, you don't understand it well enough."  
- Albert Einstein***

And this report really boils down to how to start your own photography business in its simplest form.

Another reason is the financial crisis we're going through right now. Many experts compare it with the big depression 80 years ago.

You can read in newspapers and watch on TV daily about:

- Prestigious banks going bankrupt
- Real estate prices falling through the floor
- House owners defaulting on their loans
- Vacant houses being vandalized
- Lenders initiating foreclosure proceedings
- People losing their jobs
- Real estate for sale month-after-month and no buyers
- How Secretary of Treasury, Henry Paulson is down on one knee, begging for money to save the banks

There are 2.1 million homes in the USA under foreclosure right now and the foreclosures have increased 112% over the last 12 months.



Copyright Andy Dean / Istockphoto.com

Quote from a newspaper: “One in ten homes in Cleveland is now vacant, and whole neighborhoods have been blighted by foreclosed, vandalized and boarded-up homes”

It’s a difficult time we’re living in but bad times are always **full of opportunities**.

And when everybody else mourns and feels sorry about themselves **it’s the perfect time for those who see opportunities**.

## Let me ask you...

Do you think banks lend money these days without actually checking up on the property **before** they grant a loan?

Do you think insurance companies sell expensive insurances without checking if the house is in good condition or even exists **before** they sign the contract?

Do you think the bank doesn’t care if a house under foreclosure is vandalized?

Of course they worry about these things. The banks and insurance companies are rabid these days about checking up on the risks before approving a loan or insurance. And they are even more rabid if someone defaults on a loan or claims money on the insurance.

## But What Has This To Do With Photography?

The answer is: **Everything**. Now it’s the time of your life to start a photography business because all these problems are **your opportunities**.

Let’s go straight to the point:

- Banks needs photos to check the condition of a house under foreclosure
- Banks needs photos to check the occupancy of a house
- Banks needs photos to assess the risks and consequences of bankruptcy
- Insurance companies needs photos to assess the risks of an insurance
- Insurance companies needs photos to assess the cost of a damage

And you're not even scratching the surface yet:

- Leasing company needs photos to check the condition of their equipment
- Merchant banks needs photos to prove a business is legitimate before approving a merchant account application

And you're **still** not scratching the surface. The opportunities are truly endless in these troubled times.

Chances are very high that someone else already has inspected your house or car and you don't even know about it. That's right, most of these inspections are anonymous so they "fly under the radar" so to speak and they are done for many other reasons than foreclosure.

## Banks And Insurance Companies Needs Your Photos

Many independent field representatives have **dark circles under their eyes** right now because they **don't have time to sleep**. They're out on the field **snapping photos** of houses under foreclosure!

This business has been around for ages but it's not until recently it's opened up for independent freelance representatives. The reason is that the banks and insurance companies have centralized their operations to cut costs in the last few years.

People like you are making a killing with their camera snapping photos of houses, cars, boats and bulldozers **in your neighborhood**.

***"If I could tell the story in words, I wouldn't need to lug around a camera."***

***- Lewis Hine***

Banks, insurance companies, leasing companies and most other companies are outsourcing large parts of their business and this spells **opportunity** for you.

Here's how it works.

Bob had a small fire in his house and contacts the insurance company to claim back his cost for repairing the house.

The insurance company needs an inspection of the damages and repair work but have **no representative** in the area Bob lives.

So the insurance company hires an independent field representative to take photos of the damages and make a short interview with Bob.

Do you see the opportunity here?

You're of course the field representative and **you're making money with your camera!**

## Do I Need Licenses Or Permits?

No special licenses or permits are needed in most cases. Sorry I was wrong, you actually need one type of license - **a drivers license**.

And I guess you could skip the driver's license if you can rely on family, friends or taxis but really, I think you should get a drivers license if you don't have one. It makes things much easier for you.

You don't need a fancy education in fine art or engineering either but you must fulfill the following criteria:

- Be able to read and write
- Be able to drive a car
- Be able to snap a photo of a house
- Be able to transfer photos from camera to computer
- Be able to talk with people without pissing them off
- Be able to read a map and find an address

OK, I will stop here before I insult your intelligence any further but I think you get the point. You **don't** need any special education or licenses for the opportunity disclosed in this report.

## Who Am I And Why Should You Listen To Me?

Since you almost certainly have no clue who I am, I thought it would be appropriate to introduce myself before we get too deep in this report.

My name is John Best, and I am a photographer, but not a very good one if you ask a diehard fine art critic.

The fact that you haven't heard of me is no surprise. I have never been comfortable in the spotlight and have purposely remained "underground" for the better part of my career.

- I don't seek or even like attention...
- I don't try to get on CNBC, and...
- I don't go from city to city doing "dog and pony shows" so I can sell a room-full of people my overpriced, piece-of-crap, Holy Grail, hokus-pokus camera system

I'm a golfer, a photographer, a husband and a guitarist (not necessarily in that order as my wife likes to remind me). And those four activities never left room for much else.

I always had a secret dream to make a living with my camera but I had a really big problem stopping me.

My photos **sucked!**

Honestly, I could never enroll in a fine art photography school. I just don't have what it takes and would flunk immediately.

OK, my photos have improved after hundreds of hours of reading and experimenting and they don't really suck any longer but they can't be considered as fine art by any stretch of imagination.

But I know one thing the fine art snobs don't seem to understand. I know what kind of photos that sell and it's **NOT** fine art photography.

Photos that sell like hotcakes fall in two categories:

**Category 1:** Photos with *someone doing something* or photos that express a *concept* or a *mood*.

Typical photos of *someone doing something* could be a five year old boy building a model train with his father or a beautiful girl enjoying life.

With photos that express mood I mean photos that express sadness, happiness, joy, despair, excitement.

**Category 2:** Simple photos of houses, cars, boats and bulldozers

This category is what this special report is all about and this is what I want you to focus on right now.

Selling photos in category 1 is great when you get “warmed up”, but category 2 is much easier to get started with.

**Tip:** Did you notice that photos of beautiful sunsets, abstract art and dramatic silhouettes are NOT among photos that sell!

Really, the fine art snobs can discuss the latest philosophy about what constitutes a great photograph. I really don't care because I'm the one laughing all the way to the bank.

Clients in category 2 don't really care if your photos are artistic or not but they have four basic requirements you must fulfill.

**Accurate** - The photo needs to be an accurate representation of the house or the car or whatever you photograph. The photo should not be as beautiful as possible, it should just represent the subject **exactly** as it is.

These photos will not be framed and admired, they will be used as basis for taking important and objective decisions. Never try to “beautify” the subject.

**Sharp** - The photo needs to be reasonably well focused and sharp but there's no need for “pixel peeping” and this is in general not a major problem.

Blurry photos usually become a problem in low light situations due to camera shake.

**Exposure** - The photo needs to be reasonably well exposed.

Exposure is usually a problem in high contrast situations when the camera's exposure control often is fooled. A typical example is a photo taken indoors and the camera is pointing against a window. The camera might adjust the exposure for the strong window light and everything else in the room gets too dark. A flash can help in these situations.

**Complete** - The photo(s) must be complete in a sense you have not omitted something important. For instance if you taken a front view of a house but a big part of the house is not visible because of a huge tree obstructing your view.

In general, the photos don't have to be perfect, they just have to be good enough.

## But I Have No Experience...

I'm pretty sure you by now are thinking "this sounds good but would someone hire me if I have no experience?"

The answer to your question is that many clients will hire you without experience and train you (which is very fast). It doesn't matter if you are hired directly by your client or have a field service company between you and the client. They will guide you and give you clear instructions what to do.

And now to a super smart way to turbo charge your resume, you can borrow experience.

**Read the step-by-step instructions below carefully  
because they are very Important**

**Step 1:** Identify other field representatives in your area

Before we continue it's important you understand this perfectly clear:

Other field representatives are **not** your competitors, they are your **associates** but they just don't not know it yet.

Great! Now I want you to use the internet and your local phone book to find fellow field representatives in your area. Remember, you're not looking for clients right now, you're looking for other field representatives like you (but they might turn out to be your client).

For example, the search "home inspection services atlanta" results in 2.62 million hits in Google so you have plenty of options if you live in Atlanta.

Make a shortlist with at least 10 potential partners located within your service area.

**Step 2:** Now it's time to make contact with your potential "associates"

Introduce yourself and ask to speak with the owner of the business. Explain to the owner that you have started a field service inspection business and that you would like some assistance in case of sickness or emergency and when you plan to take vacation.

Continue and ask if they are willing to cover for you in these situations if they get sufficient pre-warning and of course get financial compensation.

Try to strike similar agreements with a number of field representatives. Add more field representatives to your shortlist if you get no response with the first you contacted. You might be rejected a number of times but don't give up, just continue until you get what you want.

**Step #3:** Update your resume

You're probably a bit confused about why we have done all this but now we come to the best part of the plan.

You are now associated with these other field representatives so you can now **borrow** their experience in your resume. All you have to do is to include "and associates" to your company name like for instance "John Smith and Associates" and include their experience in your resume.

But whatever you do **NEVER** lie. If you get a straight question if you personally have this experience you have to tell them the truth and explain that you included your associates experience as well in your resume. **Never, ever** lie about this.

The third benefit with this plan is that you now can ask your associates if they are willing to follow you on your first inspections. They expect of course to get 100% of the payment but it might be worth it for you if you need support in the beginning.

## How Much Can I Earn?

Your next question is probably “but how much can I earn?”. Very good question!

Don't expect to get a \$400 commercial inspection for 2 hours work in your first assignment. You have to work yourself up the “food chain” before you earn enough trust to get the best paying photo inspections.

In the beginning you might have to take inspections for \$7 each but it's not bad considering you can do several of them per hour. Assume you make 4 inspections per hour then you'd make \$28 for one hours work. This is far more than most people make on their regular job.

Here are some potential targets you could consider:

Monthly Earnings	Possibilities
\$1,000 / month	This is easy to achieve even if you work on a part time basis
\$4,000 / month	It's quite likely you can achieve this but it requires some work to happen
+\$10,000 / month	It is possible to make +\$10,000 per month but you have to work really hard and be very efficient to make it happen

## Tell Me More About The Opportunities

Here are the most common inspections that require photos:

Drive-by Inspection	Occupancy Inspection
Collateral Inspection	Insurance Inspection
Insurance Loss Inspection	Merchant Site Inspection
Floor Plan / Inventory Inspections	Delinquency Inspection
Property Inspection	House Inspection
Commercial Inspection	Rush Inspection
Repeat Inspection	Foreclosure Inspection

### Drive-by Inspections

The main purpose with a drive-by inspection is usually to check the condition and occupancy of a property. It's the simplest type of inspection you can imagine and you don't have to leave your car.

### Occupancy Inspections

The purpose of an occupancy inspection is to check who is living at the property. A bank might for instance verify if the mortgagor occupies the property or not.

### Collateral Inspections

A collateral inspection is a way for a leasing company to verify that their equipment is in good condition and is used for its intended purpose.

## **Insurance Inspections**

The purpose of an insurance inspection is for an insurance company to assess the risks of insuring a property.

## **Insurance Loss Inspections**

Similar to the insurance inspection but now the damage is already done (fire, injury, flooding etc.) so the insured is claiming money from the insurance company.

## **Merchant Site Inspections**

Credit card processing companies orders merchant site inspection is to make sure a business and the business owner is legitimate to prevent credit card fraud.

## **Property Inspections**

The purpose of a property inspection is to assess the current condition of the property, if the property is occupied or vacant and if there is anything hazardous that potentially can affect the value of the property.

## **House Inspections**

The purpose with this type of inspection is for banks and insurance companies to ensure the house is not vandalized or abandoned and to check on the condition of the house.

Imagine a house under foreclosure. Do you think the bank is interested to make sure this house doesn't get vandalized or damaged?

## Commercial Inspections

The reason for doing a commercial inspection has nothing to do with inspecting the activities at the establishment, the main reason for doing a commercial inspection is to visually inspect the physical property of the establishment.

## Rush Inspection

A rush inspection can be any type of inspection but with one common denominator, the client needs the inspection report NOW!

And the best part... your clients are willing to pay **premium fees** for the rush.

## Repeat Inspections

A repeat inspection can be any type of inspection but the common denominator in this case is that the inspections are done on a repetitive basis. Foreclosure inspections for instance are often repetitive because the bank wants regular updates about the property.

Repeat inspections are great because it's predictable income and they are easy to plan and fit in your schedule.

## Requirements

<b>Inspection Type</b>	<b>Require Photos</b>	<b>Require Special License</b>
Drive-by Inspection	Yes	No
Collateral Inspection	Yes	No
Insurance Loss Inspection	Yes	No
Floor Plan / Inventory Inspections	Yes	No
Property Inspection	Yes	No
Commercial Inspection	Yes	No
Repeat Inspection	Yes	No
Occupancy Inspection	Yes	No
Insurance Inspection	Yes	No
Merchant Site Inspection	Yes	No
Delinquency Inspection	Yes	No
House Inspection	Yes	No
Rush Inspection	Yes	No
Foreclosure Inspection	Yes	No

## I Want To Start NOW!

I thought so...

It's really the simplicity to get started that makes this photo business opportunity stand head and shoulders over anything else. A few hours of your time is all you waste in case you never get any assignments and that is **highly unlikely** to happen.

Let's take a look at how to get started:

### Step 1: Prepare

Prepare a resume of 1-2 pages.

Identify and locate all equipment you need but don't buy anything yet. Wait until you received your first assignment before you buy anything.

Typical equipment you might need:

Car or other type of transportation	Digital camera
Surveyors wheel or tape measure	FAX and/or scanner
Cellphone	Clipboard
Street maps	Computer with internet connection

### Step 2: Initiate

Locate as many potential clients as possible and submit your resume to them. This is a numbers game so make sure you submit your resume to as many companies as possible. Some clients have web forms they want you to use and that's OK, just copy and paste your resume in to the web form.

Follow up your submission a few days later with a phone call.

### **Step 3: Execute**

Your first client called you a couple of minutes ago so now IT'S REAL! Your first assignment!

Prepare yourself **meticulously** and don't wait too long before you do the inspection so you have time to redo it in case you missed something.

Next you go to the address and what happens depends on what kind of inspection you're hired to do. Be sure to follow your instructions carefully.

After you return home you must verify you collected all required information and filled in all the forms correctly. Select the best photos that are applicable for the inspection and make sure they are sufficiently focused and well exposed.

Upload, fax or mail your photos and report to your client's instructions.

**IMPORTANT: Don't forget to send the invoice!**

### **Step 5: Rinse and repeat**

Now when you made a few inspections and gained more experience you need to rinse and repeat to make your inspections more efficient and profitable.

Can you see how incredibly simple and risk free it is to start your own photo business?

There are no large upfront investments in time and money and you can do all this without even telling your spouse about your plans. Of course, it's much better if you get your spouse involved from the beginning instead.

## Next Step...

Simply speaking, there are two types of people in this world.

**Type 1:** Those who are proactive, see opportunities and take action.

**Type 2:** Those who are reactive, see problems and procrastinate.

It's not difficult to understand that it's the first type who make their dreams come true and are successful in life. In other words, if you never take any action you never get what you want.

***“Action is the foundational key to all success.”  
- Pablo Picasso***

Chances are high that you belong to the successful type who takes action, otherwise you wouldn't have read this report in full. Really, the fact that you have read through the whole report shows that you don't shy away from the word “opportunity”.

This is truly one of those great opportunities that are too good to miss so what are you waiting for?

Take action!

**Peter Bergdahl**

Founder of PhotoBusinessGuide.com

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