

**IF** you sell products you will need photos – collect them for use everywhere

**OWN** the copyright

**SOURCE** the best photos you can afford

**ENSURE** any photographer is “art-directed” at the studio so that they show the important features of your product clearly

**IF** you can't afford a professional then set up a studio area yourself and use your own camera

**TAKE** pictures on a white background unless you have a special studio effect

**EVEN** the simplest photos can be enhanced and have an attractive background added

**DON'T** use the camera on your mobile phone – but a reasonable quality 1 megabyte jpeg at 300dpi can be OK

**IF** your product is visually boring – be honest – add an attractive background, but not too flashy so the product is overlooked

**USE** a landscape format if possible

**DO NOT** lift pictures from other websites – they are almost certainly copyright and you could incur hefty charges



***Talk to us about how we can help you...***

### Contact Information

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