

# soul to soul

business & marketing  
for therapists, coaches & healers

## Edit and Go In A Colorstory

**Be able to edit photos in a Colorstory or any other editing app of your choice.**

### What Is It?

When someone looks at your Instagram or Facebook account, your feed plays an important role. So it is important that the images you post are perfect.

### When Should We Use It?

Whenever you post an image on Instagram or Facebook, make sure that the image has no distractions and is very powerful and engaging.

### What Are Its Pros and Cons?

Pros: Easy, effective, fast, non-technical, free, immediate results.

Cons: Requires effort for each pic that you post.

### Crop, Lighten & Filter

<b>Step 1: Crop</b>	<p>Cropping will hugely improve your pic, remove distractions, and make your pic more impactful.</p> <p>Here are some tips for cropping:</p> <ol style="list-style-type: none"><li>1. Position - either in the middle or the rule of thirds.</li><li>2. Do you need to leave room for type?</li><li>3. Crop out ALL distractions!!</li></ol>
<b>Step 2: Lighten</b>	<p>Lightening up your images been just a little bit will really help to add that pro touch! Most photos need a bit of lightening.</p>

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<b>Step3 - Filter</b>	3 good uses for filters : <ul style="list-style-type: none"><li>• Make each individual shot look better.</li><li>• To bring cohesiveness to your feed.</li><li>• To soften or hide bits in your images.</li></ul>
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## So What's The Process & Workflow?

1. Create an Instagram Account.
2. Fill in all the information like name, bio and website details.
3. Get a perfect profile pic.

## What Resources Support this Method?

1. Free Images Resources, [more](#)

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