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## My Perfect Pictures Worksheet

### 1. Inspiration

- Look on Pinterest and search up some similar products for inspiration.
- Pin these images into a secret board.
- Use different search terms to find different images.
- Think about your colours from your brand colour blueprint when you are searching.
- Remember your feed backdrop colour!

*Write your Pinterest search terms here for future reference:*

### 2. Detective

- Be a detective and analyse the images that you have found and what makes them good.
- What makes them look gorgeous and modern?
- What things can you discover that are making the images you have pinned look fabulous?
- Look really closely at them.
- Write at least 5 things that you notice down here.

*What elements are making your pinned images look good?*

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### 3. Background

- Foam board is fab! Order an A1 sheet
- Use coloured sheets for a consistent grey, cream or coloured feed backdrop colour
- Four main background types
  1. White - foam board or a white wall
  2. Pure colour
  3. Texture
  4. Real life setting
- Check nothing is creeping into your background that shouldn't be there!
- Keep it simple.
- It shouldn't be distracting.
- Using similar backgrounds will bring consistency to your feed.

*My background is going to be:*

### 4. Lighting

- Use natural light where possible
- Either outdoors or near a window where light comes in
- Morning and evening light is great
- Keep out of direct sunlight and avoid shadows

### 5. Props

- How would my customers use my product?
- Ingredients or process to make it
- Pure white – foam board or white wall
- You, your hands or feet
- Seasonal things

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- Something to put a small product/object on
- Colour, use your brand colour blueprint colours
- Nail varnish
- Everything MUST relate to your brand soul essence!!!!
- Keep it simple - less is more!
- No creased fabric please!

*My props could be:*

### 6. Bleed

- Bleed will give you options later
- Don't go crazy!
- You can be the cropping master later on.

Yes, I will leave extra bleed

### 7. Two Stage

- After you have done your first round of pics
- Take a GOOD look at them and see what you can improve.....
- Is your fabric creased?
- Do you have too many props in there?
- Do you have the right props in there?
- Do you need more light?

*What can I improve?*

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### 8. Cropping

- Learn about this in edit & go
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### 9. Filters

- Learn about this in edit & go
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## What Resources Support this Method?

- Free Images Resources, [more](#)
- Edit and Go in a Colorstory, [more](#)