

soul to soul

business & marketing
for therapists, coaches & healers

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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!* 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 that nothing is creeping into your background which 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.
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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
- Something to put a small product/object on.
- Colour, use your Brand Colour Blueprint colours.
- Nail varnish
- Everything MUST relate to your Souls Brand Essence!!!!
- Keep it simple - less is more!
- No creased fabric please!

My props could be:

6. Bleed

- Bleed is where you have space in your photographs.
- You can be the cropping master later on!

Yes, I will leave extra bleed

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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?

8. Cropping

- Learn about this in *Edit & Go*.

9. Filters

- Learn about this in *Edit & Go*.
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What Resources Support this Method?

- Free Images Resources, [more](#)
- Edit & Go in a ColorStory, [more](#)

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