



10 *tips*

**FOR TAKING AMAZING
PRODUCT PICS**



10 TIPS FOR TAKING PRODUCT PICS

1. Capture what makes your product unique. Zoom out for a minute and think about why you are taking a specific photo. What are you trying to convey through that photo, and to whom?

Your product images should capture what makes your product unique in your customer's eyes.

2. Think about what sells your product. Is it the product itself or the story behind it? Small-scale farming practices are all about the natural and ethical production of food.

Taking a photo of your final product with natural scenery in the background helps connect the product itself with its production.

3. Think through the eyes of your customer. What is your customer buying—lettuce or the beautiful salad they will make with the lettuce? A raw steak or a beautifully grilled t-bone as the centerpiece of the perfect meal?

Showcasing the product—versus what you can make with the product—will bring up different sets of emotions.

4. Make the main image matter. If your online sales platform gives you the option to add multiple product images, make the main image count.

You can't assume prospective buyers will scroll through all of your images; your main image has to convey what you need.

Additional images can be used to highlight the product at various stages of use—in the field, or in the hands, or mouths, of happy eaters.

5. Pick the best subject.

Use produce that is bright in color and has the fewest blemishes.

We all know there's nothing wrong with a piece of fruit that has a few bumps and bruises, but for marketing purposes, pick your best-looking products.

6. Tell a true story. The photos you take can be staged, but make sure the product photo represents what the customer will receive.

The photos **MUST** accurately represent the product under several “truth in advertising” laws.

7. Create a background. Think about your branding. Is it clean and modern? Is it rustic and warm? That same branding feel should extend to your photos. Also, consider how the background works with your product.

Your goal is to highlight your product, so you don't want a background that will pull attention away from what you are trying to highlight.

8. Lighting matters—A LOT.

Poor lighting can ruin an otherwise great photo. The photo will be overexposed if it's too bright, and the product will lose its vibrancy. Too dark, and you lose details. Light from the wrong direction produces unwanted shadows.

Think in terms of “soft” and “hard” light.

Examples of hard light include direct sunlight, a bare-bulb lamp, or workshop light. Hard light exaggerates texture and creates deep, high-contrast shadows, so it

can be very tricky to work with. Examples of soft light are overcast daylight, indirect or reflected light, or deep shade on a sunny day.

Soft light is the most flattering for showing shape and color, but it can also look flat or uninteresting, depending on the subject. For example, a beautiful piece of pottery would look great under soft light, but a fresh loaf of sourdough bread would be better under hard light to catch every little nook and cranny. Experiment with both until you get a feel for what works best with your subjects.

Try taking several photos of the same product with different intensities of light and different light sources and see which one portrays the product in the best possible way.

9. Layout the perfect photo.

The layout is what takes a photo from boring to exciting.

Combining the product with the background and extra props in the right way can make a huge difference in a photo—in a good or bad way.

When setting up your photoshoot, think about how all elements are placed within the frame. What angle are you shooting from? Does everything look right to your eye—too busy, too much space, right angle, wrong angle?

Once everything looks right, make sure you focus on your product and take the photo.

Take multiples from different perspectives and angles, moving the lighting if needed.

Then look at the results to see what looks good to your eye and what doesn't. Think about what types of setups are great to showcase details and which are better for showing the bigger picture.

Make mental notes of these settings, and over time you will find what works for you.

10. Consider hiring a professional.

While you might be able to take good photos with your smartphone, they won't be as good as those coming from the lens of a professional photographer.

Think about product imagery and how important it is to your business.

If it is crucial, then look at professional photography as the cost of doing business—a \$500–\$2,000 investment that could help sell products for years to come.



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