

Section 2. Introduction to Photographing Your Product

Mary Lou:

Welcome to Section 2 of this course. In this section you'll learn how to set up your tabletop studio and take photos of your product to use on your sale sheet. You'll learn how to format the photos and color correct and edit them using free edit tools. You'll see how to import the photos from your phone to your hard drive and save them to a new folder so you can find them when you are ready to upload them to Canva.

Dennis:

The goal of a sale sheet is to turn your product into a hero. That's why we call your prime photo your hero image. The hero image is always at the top of the page, with all headlines, brand names, features and benefit statements and secondary photos placed below the hero image. You want your prospects to understand your product and its prime benefit, so the hero image is key to understanding that benefit. Always keep this goal uppermost in your mind. A sale sheet must communicate your product's prime benefit.

Mary Lou:

That doesn't mean all sales sheets must look alike. You can design a unique look, but we want the hero image to set the direction for the look and feel of the sheet. Your prospect might be a licensee, a retailer or an investor. All prospects have two basic questions in mind when they look at your sales sheet. Number one: is it absolutely clear what the product is and what it does? Number two: Is your product something they could sell to their customers?

Dennis:

Keeping all of this in mind, let's jump into our next lesson where you will learn how set up your tabletop photo studio.