



# Sells Like **HOT CAKES**

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How You Can Get From Zero To \$47,812 Per Month With No Capital  
Or Investments Using A Simple Amazon +Shopify System

# HOW TO CREATE THE PERFECT IMAGE FOR YOUR LISTING

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[www.SellsLikeHotCakes.co](http://www.SellsLikeHotCakes.co)



Hi guys and welcome back to Sells Like Hotcakes, our video series on creating your profitable Shopify store and in this short video, we'll talk about how you can create amazing and very compelling product images, that will force your customers to click and buy, if you check my store, I'm sure you'll love most of my images and today I will show you how I get those amazing product images and what kind of rules I use, when selecting a perfect product image.

Before we start, quickly check out what you'll learn:

- ***How/where to find HIGH QUALITY images for your store: I'll give a WELL DETAILED explanation of how I find images, so stay TUNED!***
- ***AVOID pictures from aliexpress! I'll educate on why you shouldn't use those pictures, I'll also PROFFER solutions***
- ***How to TAKE ADVANTAGE of Shopify photo editor, to SPICE UP your image.***
- ***Why am I PARTICULAR about HIGH QUALITY images? Keep reading, I'll give you the full GIST!***

For the purpose of this lesson, let's assume we are going to add the product with a nice bow-tie for your dog, so as usual I go to Ali Express to find some product... OK we're on Ali Express website and I search for red dog bow-tie and you quickly see that the results look nothing like my amazing photos on my store, right? Most of the images are so boring and really lame and you really don't want to buy most of them, so what do I do to make my images so nice, first of all I do a lot of research, I look for images that are really really high quality and what I mean is the image must have a Dog in a bow-tie and must have a white background so images like this, where you see a bow-tie alone or like this, they will not work for me.

This one as well, it's a bow-tie alone and the background is not white so it doesn't look really nice. Here you see three in bow-ties and the background is really lame and this one looks pretty nice, you see a dog in a bow-tie and the only problem is the background is not really white. Here you go, you see a lot of nice bow ties but they don't have a dog so what should we do here, if I really like this product but I don't have an image with the dog, I go to the next source for the images and this can be either shutterstock or amazon.com, let's check them out OK

We are on amazon.com and I'm searching for dark red bow-tie. Again I don't like images where you have only bow-tie without the dog because it doesn't have enough value in my eyes. I like to have a dog showing a bow-tie, something like this, you see



we're getting close, this one could really work if we change background from grey to white, this one is really amazing, I love this one, let's open it and see it, larger, this one I don't like because this is not a real dog but a toy, it is a bow-tie without the dogs so they will not work for me.

OK here we go, we found one of the amazing pictures we could use, a dog in a red bow tie and since our product is really generic, and any bow tie will work fine for us, you see, this kind of product image is perfect. In case you couldn't find anything on amazon then I'm going to shutterstock.com and then I'm looking again for a "bow-tie dog" and then what I get is, this image you can work for me ,If I change background to white, this image is really nice again, you can use with a white background, you can change it in Photoshop.

This image is already white, almost with white background and this one is with white background, look at them, all three are amazing, so any of those images you can simply buy from shutterstock and you can use on your Shopify store and you'll have amazing and beautiful photos, this one looks really cute as well, this little spaniel looks amazing with this little bow-tie and it's not only about Dogs, you can find any topic on Amazon or Shutterstock.

No matter what you sell, there's always someone that is selling it as well and has amazing photo that you can legally buy and use in your store as well. So my point being is that you don't have to use those ugly images from Chinese sellers from aliexpress.com, even if you're selling a bow-tie from aliexpress, you can always make amazing beautiful photos from amazon or shutterstock, instead of using those ugly images from aliexpress.

Now let's say you are importing those images of the bow-tie and the dog to your shop using the Oberlo app and I'll show you one little trick, how you can improve them. Let's say you have an image like this which has an ugly watermark on it, which we need to remove. Best part is Shopify gives you a lot of tools to improve your image and remove watermark and text from it that push it to the shop and now I'll show it to you.

Here you go.. the product appeared in our Shopify store and now I need to remove this ugly text from it, I open a photo editor inside Shopify and inside this photo editor you can do whatever you want with the image, to improve it, what I usually do is just crop and then I click "custom" and then I just cut back this, so I don't need this grass and bush behind, I can choose to crop the dog like that, to crop the text away and I click apply, and then save.

That's it guys we updated our image and it has white background and then again you should add more images from shutterstock.com and from amazon.com so you have a nice image set for your shop. Remember guys, if you have nice and the appealing images with clean white background and clear big photos of your dog using the product that you're offering then you'll have a lot of sales, so put a lot of effort into making your image look nice and you won't regret it. Enjoy and see you in the next videos.