



Sells Like **HOT CAKES**

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

FBA STRATEGIES: HOW TO CREATE THE PERFECT IMAGE FOR YOUR LISTING

www.SellsLikeHotCakes.co



Hi, friends. Welcome back to our Sells Like Hot Cakes video series on creating a profitable Amazon and Shopify store. In this video we're going to talk about creating perfect images for your listing.

Take a sneak peek at what you'll learn:

- ***Learn Why Images are SO IMPROTANT and why you SHOULDN'T joke with your listing images.***
- ***How to have a BETTER Understanding of the KIND of Image that SELLS by studying the TRENDS among the TOP SELLERS***
- ***Learn how Bullet Points and WELL POSITIONED text can TURN and Image into a POWERFUL Marketing Tool***
- ***How do you CREATE BEAUTIFUL Images? Chill out, I'll give You the BEST TIPS***
- ***I'll also GIVE you websites that you can patronize that'll GENERATE AWESOME Images for your Listing***

Your images are your main selling point, so if your images are appealing, then you'll have a lot of sales and it will help you stand out among the competition. Here are several rules on creating perfect images. I go to our Sells Like Hot Cakes member's area to the best seller finder, and let's see what bestsellers used for their images so you can understand better. For example, I have searched for "watch" as my main keyword. Here you see several bestsellers that are selling watches.

What is similar about all of them? First of all, the main image is always using a white background. In most cases, I highly recommend you use a white background because it will look professional and it will make your image stand out. Here is their page on Amazon. You see the first image is square and using white background and it's in high-quality so you can see the quality and details if you zoom it in. Then the secondary image is showing, for example, how it will look on your hand.

Then the next one is showing you the packaging box. And then the next one will show you the sizes to help you understand sizes better. The last one, for some categories, it's allowed to play the video as well. You can even put a video, but it's not allowed in all categories and usually only certain amazon approved vendors have such extra features. Let's see the next one. Again, you see a white background and these guys are also putting the product package together with their watch to have them stand out and their branding more recognized.

The second image is having a lot of marketing inside; a lot of text here, bullet points, and it helps you stand out. It shows you advantages and features and comparing their watch to other watches. They have a lot of images, and for each



image, they have great marketing showing the main advantages of the watch and they have this “Proudly Made in USA” stamp. It’s very important to show that it’s a lifetime warranty guaranteed and you are protected for all replacements.

This is an example of a pretty good image. They have all the benefits here of the watch and the branding and also what is included in the shipment. I hope this gives you great ideas of what your product images should look like. What you will do is use our “best seller finder” then you will search for products and bestsellers from your category and then you will see what they’re doing, what kind of images they’re using, and try to duplicate their images and do similar images in high-quality images.

I guess you’re wondering how you can create so beautiful images. Here are several tips. First of all, do professional photography of your product in the studio. Don’t try to photograph it with your phone; you must use a studio with white background and they will clean it up in Photoshop. Another way is to ask professional services, for example from these guys; it’s called Pro-FBA-images.com. These guys provide services of creating not only professional images of your product, but also they can do branding for you, logo design, 3D product photos, image retouching, and logo design.

They know how Amazon works, they know what logos might be helpful for you, so you can use them and it’s pretty inexpensive. For just \$49, you can get your logo design or your product packaging designed for you. For a little investment, you can get professional stuff done for you in just a few days. You can also use fiverr.com and search for Amazon images or Amazon product images. Here, for several bucks, you can just order and get your images done for you.

I’ve used both of these services and I got my images done on a high-quality level, so I highly recommend you try this. Unless you have your own designer, I think this is a great solution to create your own great images. I hope you found this helpful, guys. And if you are watching this on youtube or facebook, please make sure to subscribe so we can stay in touch and share the videos with your friends that might benefit from it too! I’ll see you in the next videos. Bye.