



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:
INSIDER TIPS ON HANDLING**

AWESMOME PRODUCT

PHOTOGRAPHY WITHOUT

BIG INVESTMENTS

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Hi, guys. Welcome back to Sells Like Hot Cakes video course. In this short video, we're going to talk about product photography.

Check out a summary of what you'll learn:

- ***How to GET Amazon's RECOMMENDED White background for your main image***
- ***If you want to SAVE money OR maybe you're scared of photographers...Don't worry, I've got you covered, I'll show you an ALTERNATIVE to Professional Photographers***
- ***How to CLEAN up your background images using Photoshop***
- ***How to ADD text and other MARKETING details to your photographs***
- ***Find out why it is IMPORTANT to SHOW the main FEATURES of your products***
- ***Don't FORGET the Guarantee! It puts the customer at ease and makes them PRONE to buying.***

In many cases, Amazon is requiring you to have a white background for your main image. How do you do that? First of all, of course, you can hire a professional photographer; you can even do it directly in China. Usually, the factory or the sourcing agent will give you such contacts or maybe even they are providing such services themselves. What they usually do, they will hire a professional photographer, share a sample with them, and he will provide you with everything else.

But in case you want to save some money and you don't want to hire a professional photographer, what you can do is make nice photos yourself and it's not that hard as you might think. What you need is simply to have this kind of white material, a white sheet; maybe even a bed sheet... yep it can be a sheet from your bed. You put it like this, like you see on the screen. Let me show you a couple of other examples. Here, you can see this is not a professional studio, it's just a white sheet of material that is hanging on a couple of chairs on the floor.

You do this kind of angle, a smooth angle so there is no clear background shown on the image. Then you photograph the product in different angles like this, like this, like this.. You can do it even with your smartphone. Most modern smartphones have a great camera these days...Then you do a couple of close shots to show the detail of the product and the quality of the material. Then you show other colors as well. Now in yellow. This is for another product. Again, different colors and angles.



Then they can be bundled together in different combinations. The same way we do for iPhone case, closer look, how to use it, with the finger. Then we clean up the background in Photoshop; we simply remove all the details from the background and it becomes white with high contrast. You see, it looks really clean now. The same for the other colors. You can clean up such photos on [fiverr.com](https://www.fiverr.com) just by \$5 if you don't know Photoshop...

Then you can show an example of use like this in the bag or purse. Then I used [Shutterstock.com](https://www.shutterstock.com) to find related photos that I can buy and use as lifestyle photos. You see my product images, they're really nice and professional. Then I combine everything together with some Photoshop magic to make really nice professional photos for Amazon. I add the text and marketing details, I add the main features. I can show comparing my product with other products. I can show, for example, that it flips and doesn't break. I can show the use of the umbrella... How it looks in the purse, and I show how it opens automatically, that it's very strong, and it has a strong water repellent abilities.

Here, I combine Shutterstock image and several product shots together to make nice Amazon shots. Here is a close look of opened and closed, and here is a guarantee. It's always good to have a guarantee on one of your product images for Amazon. You can also do some lifestyle photos of someone using your product. This is also a good example of real-life use of your product. That's it, guys. I hope you found it helpful and that you don't need to even hire a professional photographer.

All you need is a white sheet or cloth and a couple of chairs and basic Photoshop skills to go from this to amazing photos like this that are ready to use on Amazon. And don't listen to snobs that tell you must spend thousands on professional photography. Don't over complicate it and make it nice easy and clean! It's not that hard at all! I hope you found it helpful and I will see you in the next videos. Don't forget to subscribe. Bye for now.