

# Picture Perfect



10 top tips for taking great photos  
for promoting your business



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# A Picture Paints **A Thousand Words**

When you're marketing your business online, good quality photography is a must. Obviously, if you can afford to hire a pro, that's the way to go.

But if you can't splash out on a hot-shot snapper, it doesn't mean that you can't learn a few quick hacks to make sure you're getting the type of pictures that show your business in its best light.

In this short guide, we've got some awesome amateur photography tips that will help make your profile pictures pop. Enjoy.



## **Beg, Borrow or Buy a Decent Camera**

If you haven't got a decent piece of kit, you can't really expect decent quality photos. Try and lay your hands on a good quality digital SLR camera. That doesn't mean you have to fork out a fortune; entry-level DSLRs like the **Canon 1200D** are pretty affordable at about €399.

No need for all the fancy lenses and tripods. Basically, you want something that will let you adjust focus and play with the settings to make the most of lighting and distance.

Don't want to spend a few hundred on a camera? You can always ask around close friends and family to see if anyone you know would be able to lend you a camera for a couple of hours. You'd be surprised who has a top of the range Nikon gathering dust in the back of a drawer somewhere.

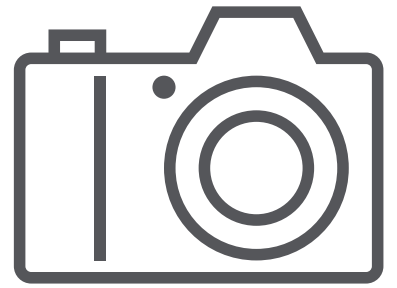
Failing all that, you'll just have to use the camera on your phone. It's not ideal but with the rest of our tips, you'll be able to turn your phone shots from 'meh' to 'magnifique' in no time.





## Put a Plan in Place

Spend a few minutes thinking about the shots you need, where you can take them and who will be in them. It will save you a lot of faffing about when you start shooting.



## Pick Your Spots

Scout around your business for good places to take pictures. You want good lighting. Make the most of natural light wherever possible. If you are feeling really creative, you could even spend a few minutes **making your very own DIY light reflector**. Seriously, even a simple set-up like this can make a big difference.

You also want a nice setting. Pick parts of your premises that are visually impressive or striking. Look for equipment and other objects that show what your business does. Make sure your locations are uncluttered and well-lit. The place doesn't have to be spotless, if you're a dairy farmer for example, don't be afraid to get the wellies on and stand out in a mucky cow shed. Once it shows your business at its best.





## Find Your Faces

People buy from people. Put your team in the spotlight. Find a few key people to include in your snaps, and if you're the business owner, make sure you're in there too. Showing the real people who make your business tick, will build trust with your potential customers.



## Hold the Cheese

Don't make everyone get all suited and booted. Let them wear what they normally wear at work. If that's a suit and tie, fine, but don't force the forklift driver to squeeze back into his confirmation suit because you think it looks more professional.

Don't feel the need to shoehorn your logo or a pull-up banner into every photo either. This looks cheesy and you'll start taking pictures at weird angles just to get the sign above the door into the shot. No one will be looking at these pictures on their own. They'll be on your website or in your brochure. People will know who they are looking at.



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## 6 Don't Get Stuck in the Middle

A lot of amateur photographers think that you need to keep the person you're shooting, slap bang in the centre of the picture. That's not the case. Off centred shots look better.

One easy way to get around this is to remember 'the rule of thirds'. Imagine that the frame is split into a grid like this...



The places where two lines cross are known as hot zones. Here is where you want your subject because it's where our eyes are naturally drawn. If you are shooting an object or equipment you can take your pick of these 4 zones. If you are shooting a person, it's better to keep their face in one of the two top hot zones

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## Close the Distance

Don't stand on the other side of the room and try to get the whole person in the shot from head to toe. Get up close and personal and take portrait shots from the chest up. If you are shooting more than one person at a time arrange your subjects so that you can see everyone without needing to cross the street to take the picture. Stick to landscape view rather than portrait. Wide shots tend to work better.

Also, don't zoom in. Unless you are using a top of the range camera with state-of-the-art zoom lenses, zooming in will lower the quality of your image. If you need to get close, walk.

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## Get Trigger Happy

Unless you are using an old disposable camera with 24 shots before you have to get the film developed, don't be afraid to keep clicking. Even the best photographers will snap lots of photos of the same shot. The more times you swing the pickaxe, the better your chance of unearthing some gems.

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## Say Cheese

Keep your subjects relaxed and smiling. Make it fun. Have a bit of a laugh. Happy people look friendly and approachable. Just the type of people we all like doing business with.





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## Shop 'Til You Drop

Once you've taken your photos, you might want to do a little editing. Relax. You don't have to be some sort of graphic design whizz to make your pictures pop with a little bit of Photoshop. Check out these **top photo-editing tips for beginners**.

Even your iPhone has a few handy little photo-editing features as standard and no matter what phone you are using there are bound to be some good **free apps for editing your photos**.

That's it. With these 10 tips you'll be taking great photos of your business in no time. As mentioned, if you can afford a professional, that's the best way to get beautiful pictures of your business. But if you have to do it yourself, take a bit of time and do the best you can.



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