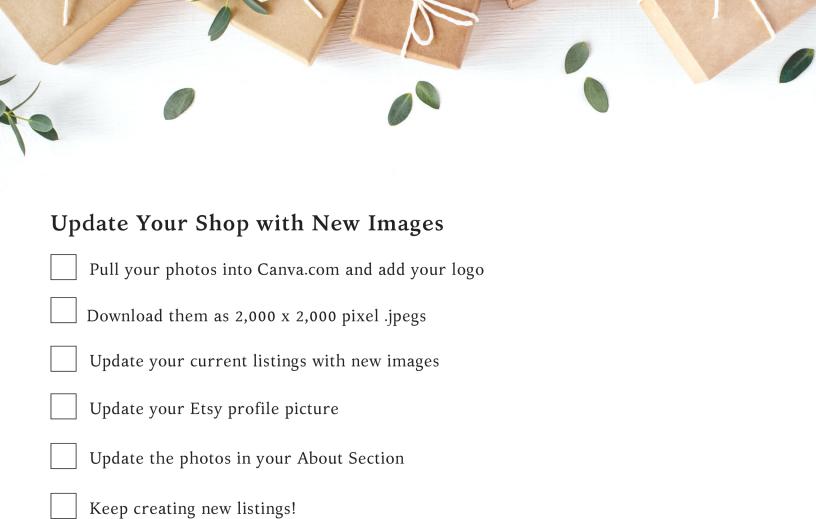
## BEAUTIFUL IMAGES CHECKLIST

We created this checklist as a companion to the Module 3 to help you stay on track as you take beautiful photos for your Etsy listings! There's no need to do things in this exact order. But it can be helpful to plan a photoshoot fairly early on in the process and take all the pictures you'll need at once.

Plan Your Photoshoot
Purchase any equipment you want to use (backdrops, lighting)
Pick a time and a place (or places) to shoot and gather any props you need in addition to your products
Coordinate with models and your photographer (if necessary)
Make a List of the Types of Pictures You Need
Whether it's just you and your smartphone or paid photographers and models, you'll want a list of pictures you need to capture during the photoshoot
Lifestyle photos
Genesis and creation of your product
Photos that show different variations (if necessary)
Model shots
Visual scale shots
Accessories and companion items
Close ups (including a neck-up shot of you for your profile picture)





We know there's A LOT to graphics and design. This checklist is task-oriented and aims to help you learn about graphic design as you play with images for your Etsy shop and figure out your style. Don't rush through this list. And come back to the ones that challenge you until you feel comfortable. You can do this!

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	eate a graphic in Canva.com or Photoshop (maybe a shop banner, a sizing guide a listing, or a social media post). Make sure it meets all the following criteria:
	It's simple
	It has a 70/30 ratio of images to text
	It's balanced
	Text and images are aligned
	It has enough white space
	It contrasts but doesn't clash
	It feels like you—your brand and style (color, images, text, fonts)
Join	a Facebook group for Etsy sellers and ask for feedback about your graphic
Upo	date your listing photos
If y	ou sell "merch," take a look at PlaceIt.com and Etsy for mockups