



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)



Update Your Shop with New Images

- ☐ Pull your photos into Canva.com and add your logo
- ☐ Download them as 2,000 x 2,000 pixel .jpegs
- ☐ Update your current listings with new images
- ☐ Update your Etsy profile picture
- ☐ Update the photos in your About Section
- ☐ Keep creating new listings!



GRAPHICS AND DESIGN CHECKLIST

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!

- ☐ Create a graphic in Canva.com or Photoshop (maybe a shop banner, a sizing guide for 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
- ☐ Update your listing photos
- ☐ If you sell "merch," take a look at PlaceIt.com and Etsy for mockups