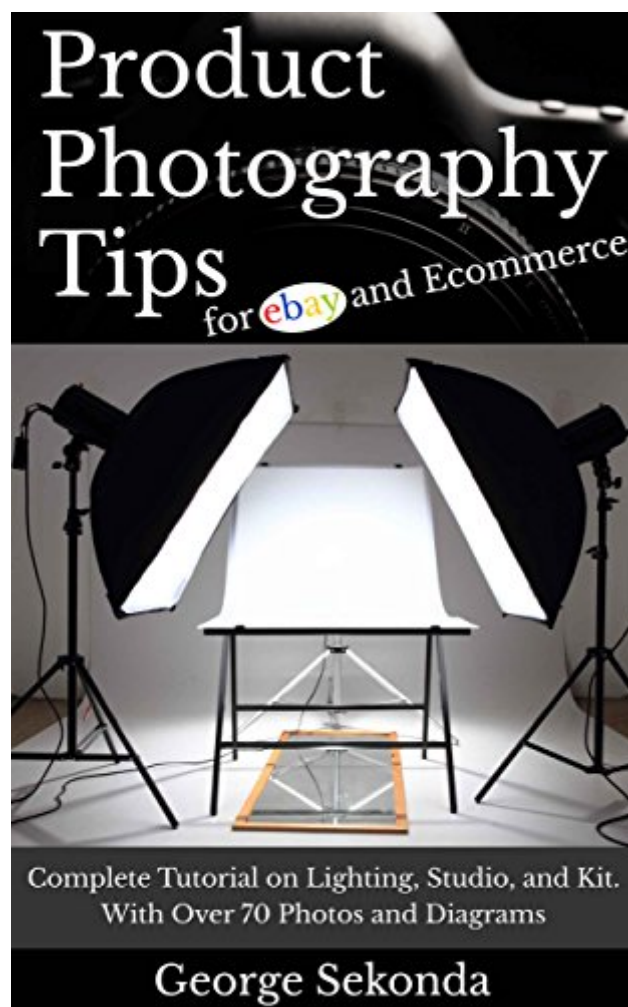# Product Photography Tips For Ebay And Ecommerce: Complete Tutorial On Lighting, Studio, And Kit. With Over 70 Photos And Diagrams. Beginners & Beyond

Synopsis

Product Photography Tips for Ebay and Ecommerce: Complete Tutorial on Lighting, Studio, and Kit. With Over 70 Photos and Diagrams is the quintessential guide to capturing the perfect image that will sell your product. This 2nd edition contains even more tips and tricks from the digital photography pros, to take your product shots to the next level. Includes link to a free full legal version of Photoshop CS2!Renowned photographer and experienced Ebay Power Seller, George Sekonda reveals his industry secrets that will transform your amateur efforts into professional quality marketing masterpieces that will close the sale with a few simple tips and techniques outlined in the pages of this easy-to-follow book. Great for beginners, and beyond.A sample of what you'll learn:Product Photography LightingPhotography CompositionUnderstanding Exposure Photograph jewellery, antiques, clothes, glass, Etsy products, and more!Unlock advertising secretsMake a light boxChoosing the perfect backdropUsing Photoshop, with link to free full legal version of Photoshop CS2Sell more Products!With over 70 photos and diagrams, this must have photography book provides all of the tools necessary to jump start your Ebay or Ecommerce business, giving you a serious advantage in this fiercely competitive marketplace.Buy now and Transform your photos into works of art and get your products sold!

Book Information

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Customer Reviews

Fantastic. Well written, great illustrations. Just flawless, chock full of useful photographic advice for selling product on EBay or Etsy. I've taken amateur photography courses, and got more useful advice out of this book -- much more -- than I did from a semester of futzing about in a college class.

If you've ever tried to buy something online, and wasn't sure if it was a ripoff because of a grimy or blurry picture, take that as a lesson. It shows how much a product image can affect our point of view on whether we like something or not.This book seeks to address that issue! I was surprised to see so much detail here. I have sold some products on craigslist and ebay, but never really put much emphasis on the product image. In the book George mentions that "The first contact customers have with your product is through your pictures", something that's so obvious that it's looked over. Any serious entrepreneur selling on eBay will probably tell you that the picture matters a LOT.I'd recommend this book to anyone looking for a detailed breakdown on how to photograph the products they sell. It'll give you a huge advantage especially among the mass of similar products online. Even people who just have a lot of stuff lying around in their house that they can sell will benefit from this.

I've been selling on eBay for about 10 years now and I've been trying to revamp the way I take my photos. This book was full of amazing information in regards to photographing products to sell online. I specifically liked the photograph examples of actual products taken with the styles and strategies he was discussing. I highly recommend this book to any online seller, amateur or professional.

I bought this book for my cousin as she has a business on Shopify & Etsy selling baby clothes, she already takes great photo's but was absolutely impressed with this Book that we decided to review it. She learnt about what equipment to use, lighting, helping advice for taking pictures of products and even hot to start setting up a studio. The author also throws in advice for editing and using stock pictures! Well written and Presented A+

You know what I was browsing this book just to simply get some ideas. I am a photographer and while most of the things explained in the book are not new to me, I think that anyone could benefit

from it. If you are a beginner in photography and want to promote ebay products this is a good book for you. The author DOES go beyond :)

I have applied the tips shown in this book in CL ads, but not eBay. I have seen increased and quicker responses. Instead of having to refresh the listings over and over again, I am able to move products. I'm glad I found this book, as it has increased my sales turnaround time exponentially.

This book has been a huge help for me. I sell things on Ebay pretty regularly and have always had to post very amateur-ish photos, but that's thankfully changed now. This book has taught me how to set up lighting (even without professional equipment), how to lay out the item properly, how to compose the photo, how to edit the photo, even the best colors to use in the posting. Super useful and highly recommended!

This book is very well written. In this book it offers a step by step, easy to understand process. If you are an intermediate photographer you will have no trouble using this book as a guide to successful results. It is well worth the money.

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