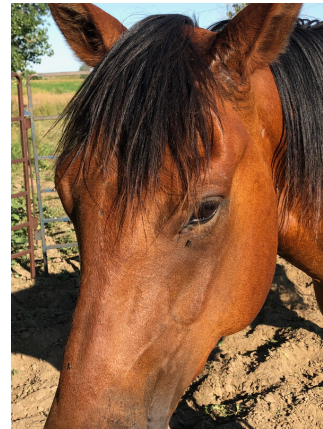


Which Horse?

Your horse shopping & you dont see any pictures posted but you just read the PERFECT description & you want this horse. You want the horse so bad you can already see your new mount in your barn. And then the picture arrives. Same Horse. Same Day. Which picture makes you close the deal?



Your laughing, right? It is funny and also reality. How many ads have you seen that say I will get better pictures later? Please stop doing that and wait until you have a good photo, you have one chance to make a good first impression. You don't have to be or hire a professional photographer, I am not a photographer, I have never even taken a photography class.

So how do you take better pictures?



1. Angle

Adjust where you stand to take the picture. Pictures taken from the head looking toward the butt tend to make your horses head look long (no pun intended) and his behind poor. Which picture below has a bad angle? Yes, the middle picture.



2. Delete Bad Pictures

3. Fill the Frame.

Move closer or zoom although zooming from too far of a distance will blurr the picture. Crop if you have too, less background more horse.



4. Inside Verse Outside

Same Day. Same Horse. Outside is usually best.



5. Elbow Grease

Even if its winter, clean your horse up.

- Clip your horses fetlock, coronet band at the very least
- Bathe your horse prior to sale picture. Its winter? Dry Shampoo and Show Sheen & a good brushing.

6. Show your horses specialty

We have all seen ads that say Barrel Horse, will post picture of barrel racing when I get some. Or the famous Kids Horse and the picture is of a teenager or an adult riding this peewee safe kids horse. Use pictures or video to demonstrate and make your point.

