

EDITING FOR IMPACT



**QUICK PHOTO EDITING WINS
FOR SMALL BUSINESSES**

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Build Your Edge 

We live in a world where your customers make split-second decisions as they scroll.

With so many businesses fighting for attention, your images are often the first (and sometimes the only) chance you get to make an impression.



You have less than 2s to catch someones attention before they have moved on to the next flashy image or video so what your image looks like is paramount to driving people to your product or service.

Inferior images can cost you business

When your competitors have crisp, polished visuals, your audience will naturally choose them over you.



The Good News

You don't need to spend thousands on equipment or become a professional photographer to fix this. With a handful of simple editing tweaks, you can take an average photo and make it look polished, professional, and ready to compete in a crowded marketplace.

These 5 easy editing wins work in Photoshop, Photoshop Elements, Lightroom, Instagram editor, and even free mobile apps like Snapseed or Lightroom Mobile*. (there are others but I'm focusing on these ones)

They're designed to give your images that extra level of polish, the kind that makes customers stop scrolling and actually look at what you're offering.



*in camera editing also an option depending on your phone

Editing for Impact



Simple fixes

1) Straighten & Crop for Balance

The first thing to check is whether your image is straight. A wonky horizon, or a product leaning to one side, instantly looks unprofessional.

- What to do: Open your Crop Tool, straighten the horizon (most programs have a little rotate or straighten option), then crop in to remove any empty space around your subject.
- Tools: Crop Tool in Photoshop/Elements, Crop Overlay in Lightroom, rotate & crop in Snapseed, Edit & adjust in Instagram.



2) Adjust Exposure & Contrast

Dull, underexposed photos don't catch the eye. You want your subject to stand out.

- What to do: Brighten the photo slightly (exposure) and then add contrast so the darks are darker and the lights are lighter. This makes the image “pop.”
- Tools: Levels or Curves in Photoshop/Elements, Basic sliders in Lightroom, Brightness and contrast in Instagram.



3)Correct White Balance

If your product looks orange under indoor lights, or faces look blue and cold, your white balance is off. This can make your products look untrustworthy or untrue to colour.

- What to do: Use the White Balance or Temperature controls. Adjust until whites actually look white and colours look natural.
- Tools: White Balance tool in Photoshop/Elements, Temperature & Tint sliders in Lightroom/Lightroom Mobile app, Warmth and colour adjustment in Instagram



4) Boost Vibrance, Not Saturation

It's tempting to crank up the saturation, but that often makes colours look cartoonish. Vibrance is more subtle and keeps things looking natural.

- What to do: Nudge the Vibrance slider up to give products a healthy pop of colour without ruining skin tones.
- Tools: Vibrance adjustment layer in Photoshop/Elements, Vibrance in Lightroom/Lightroom Mobile



With Saturation



With Vibrancy

5) Remove Distractions with Spot Healing

Sometimes it's not the subject, but the little distractions that let an image down — dust on a product, a scratch, or even a mark on the wall.

- What to do: Zoom in, grab the Spot Healing tool, and click over distractions to clean them up. Even a few quick fixes can make a photo look studio-quality.
- Tools: Spot Healing Brush in Photoshop/Elements, Heal/Clone tool in Lightroom & Lightroom mobile, Healing in Snapseed.

WITH EXCESS
CRUMBS



With distractions

TIDIED UP



After spot healing



SO HERE'S YOUR CHALLENGE:



- Pick one or two tips from this guide and try them on your next set of photos. (or pick some current photos to see the difference)
- Notice how much more professional they feel with just a little polish.
- Keep this list handy whenever you edit to stay consistent.

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