



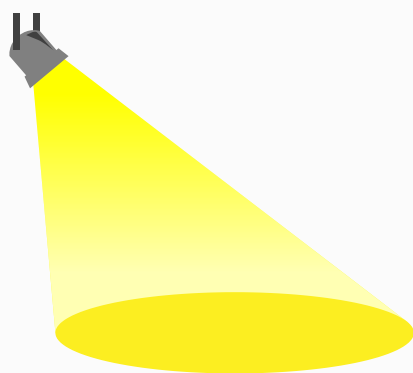
HOW TO MAKE INSTAGRAM WORK FOR YOU

Follow these tips and tricks!



1. FIND YOUR ANGLE

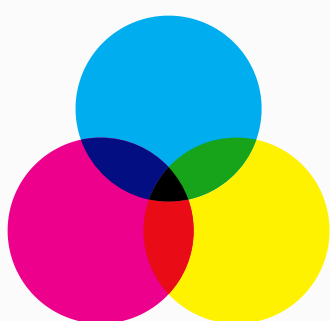
Take good pictures. Take the time to find out how to take great pictures. Instagram is all about the photo. Find your theme. Are you going to frame your pics? Will they have a nature feel? A modern look? See what works for you!



2. LIGHT UP YOUR WORLD

Make sure the light hits your product from a direction that shows off the best features. You don't want a photo that's too dark or too bright.

THINK OUTSIDE THE BOX WHEN PLANNING PHOTOS!



3. USE PROPS AND BACKGROUNDS.

Make your product interesting by showing your audience something. It could be bolts of purple fabric/yarn beside a lilac bush. Use your imagination and creativity!



4. MOST OF ALL, HAVE FUN!

If your pictures convey joy and creativity, your customers will pick up on that and feel a sense of enjoyment and be more engaged.



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