

Take good photos with your phone

Seven simple habits for sharper, brighter photos of your business, plus what to avoid and what to shoot.

You don't need a camera. You need daylight, a clean lens and a minute of care. These habits work for any kind of business.

Seven habits

1. **Use daylight.** Stand near a window or step outside. Avoid the flash, which flattens everything and makes shiny things glare.
2. **Wipe the lens.** A smudge makes every photo look soft. Your shirt works.
3. **Hold the phone sideways** for most shots. Take a few upright ones too, for phone screens.
4. **Walk closer.** Zooming with your fingers makes photos grainy. Taking a few steps doesn't.
5. **Clear the clutter.** Move the trash can, coil the cords, put away papers. Look at the edges of the frame before you tap.
6. **Keep it level.** Tilted lines make a place look crooked. The grid option in your camera settings helps.
7. **Take extras.** Ten photos of the same thing in different spots is normal. Send us the best three.

What to avoid

- Filters. They age quickly.
- Anything with a customer's name, a receipt or a screen showing private details.
- People who haven't said yes. Ask anyone who can be recognized, and for anyone under 18 ask a parent.
- Photos you copied from Instagram, Google or another business. Use your own, or a free-to-use photo from a library such as Pexels.

Time of day

Mid-morning and late afternoon give soft, even light. High noon sun makes harsh shadows. For a storefront, shoot when the sun isn't directly behind it.

What to shoot

The shot lists for each kind of business are in your welcome guide. In short:

- Restaurants and cafes: your best dish, the counter and the room.
- Salons and barbers: finished work, your station and your team.
- Trades: your truck, your crew and finished jobs.
- Shops: the storefront, the window and your best sellers.
- Professional services: a portrait of you, your workspace and your team.

Sending them

See Send us photos and files. The original file matters more than the size of the message.

If you'd like a second opinion, send us what you've got and we'll tell you which ones we'd use.

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See Request a change.

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