

HOW TO TAKE EFFECTIVE BUSINESS PHOTOS

Introduction

Displaying effective, high-quality photographs of yourself and the type of services you offer increases the level of confidence customers have when selecting your business for moving help. The information provided in these instructions will help you to create a positive first impression, resulting in more business for you.

In the “Profile” section of your account, under “Your Profile”, you will find the “Photos” link. This feature gives you the ability to add and display photographs for customers to view when placing online orders for your service. Before you upload your images, please read and understand the material outlined in these instructions.

Picture Guidelines

Accounts that display any of the following will lose the ability to display photographs or can be removed from the marketplace:

- Business contact information
- Phone numbers
- Address
- Email addresses
- Website addresses
- Pricing for services
- Copyrighted images
- Anything considered offensive including symbols or gestures, including:
 - Nudity
 - Provocative imagery
 - Pornographic images
 - Violent images

Out of respect for our partnership with U-Haul, all pictured trucks should be U-Haul rentals. Avoid photographs featuring Vanline, Penske, Budget, etc.

Become familiar with the features and settings on your camera. The owner’s manual offers a wealth of information, illustrations and techniques on how to take properly exposed pictures.

Basic Information for Taking Pictures

Camera Settings/Equipment

Date Stamp: Disable the date-stamp setting.

Resolution: Set your resolution to the highest setting to ensure the best image, detail and quality.

Flash: Lighting is one of the most important elements of photography and allows you to get clearer, sharper and more detailed photos. Use the flash on your camera to light your subjects and lift dark shadows that can be caused by other sources of light.

Tripod: If possible, use a tripod to create sharper images. Any shaking or movement of the camera will result in blurry and unusable pictures.

Zoom: Use the camera's optical zoom feature to bring more attention to the subject and less to the background. When zooming in on the subject, be sure the name badge is visible and that two inches of space is left above the subject's head.

Choose your setting:

- Choose a setting that is simple and clean. The background should not be competing with the focus of the picture.
- Limit distractions such as parking lot lines and power lines. This will prevent distractions on the foreground and background.
- Clear all debris (e.g. trash, cigarettes, leaves and dirt).

Pay Attention to Detail

This is a professional business photo and should be treated as such.

- Make sure your subjects are wearing the proper clothing/uniform.
- Subjects should not have any facial piercings or excessive ear piercings.
- Subjects should not wear loud or extravagant jewelry.
- Avoid photographing subjects with sunglasses or tinted eyewear.
- For large teams, stagger people into rows of two or three, with the front row kneeling; sport's-team style.

TIP: When photographing subjects wearing eyeglasses, have them lower their head slightly and/or tip their eyeglasses a bit down on their nose to avoid reflections that the lenses may create.

Taking the Picture

- **Lighting:** When possible, take pictures during the early morning hours when the sun is low, or late in the evening around sunset. These are optimal times for outdoor picture-taking, because the light is diffused and will give photos a nice, soft, warm look. An overcast day also is an ideal time to take pictures.
- Keep the sun directly behind you, so that the sun is illuminating the subject matter.
- If at all possible, check that sunlight is evenly distributed over the subject matter. Avoid the use of overhead sunlight or shade to prevent harsh shadows and glare.
- Ensure that your subject matter is properly framed in the shot. Properly framed shots include approximately 90% subject and 10% background.
- Take multiple pictures for a greater selection. Use a stepladder and shoot down on the subject matter, giving your picture a "bird's-eye view."

Shots to Include

You should have several pictures in your account so that customers can learn as much as possible about you and your services. The goal is to make the customer feel comfortable about you going into their home and handling their possessions.

Examples:

- Photo of you and your team (team photos should have everyone wearing the same color shirts) (**Figure 1**).
- Husband and wife photos, as well as photos of staff at work (**Figure 2**).

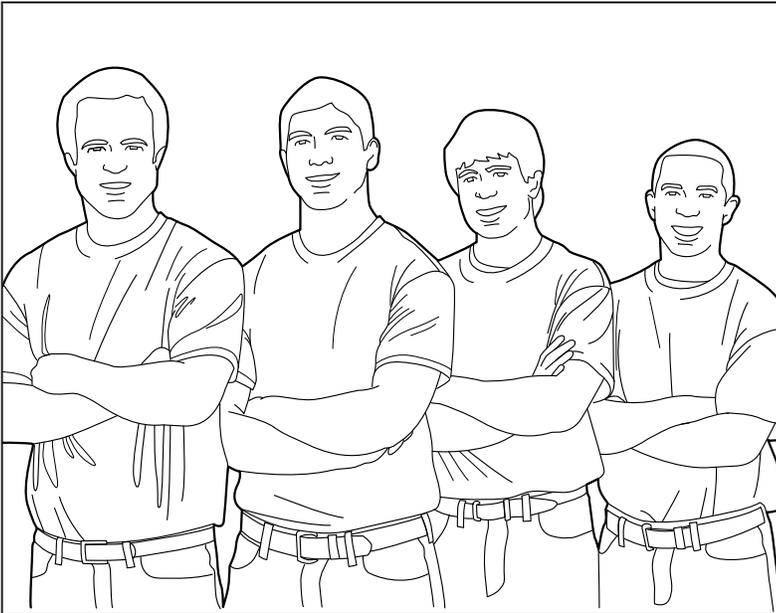


Figure 1



Figure 2

TIP: Faces within the photo should be recognizable. Don't stand so far back when you take the photo that you can't clearly see the subject's face.

TIP: Smile! It is more appealing to do business with someone who looks friendly.

Action Photo

Showing the ability to move heavy objects (couch, piano, etc.) may help you get a job over a competitor (**Figure 3**). Don't go overboard with displays of strength. Avoid muscle shirts or flexing poses .

Photos demonstrating the correct way to handle belongings illustrates to the customer that they can count on you for a safe and secure move (**Figure 4**).

Showing a photo with a U-Haul truck or U-Box containers in the background can enhance your photo (**Figure 4**).

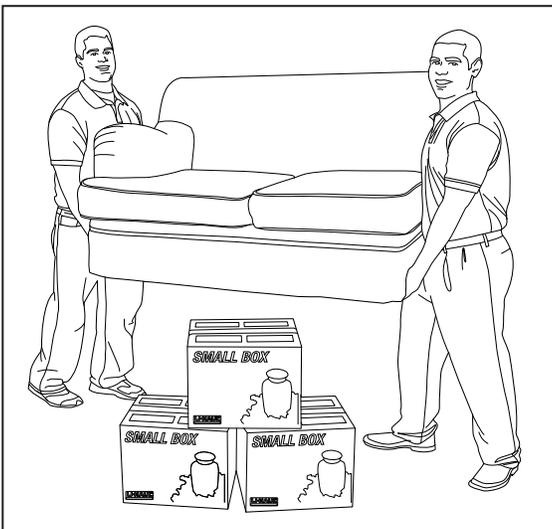


Figure 3

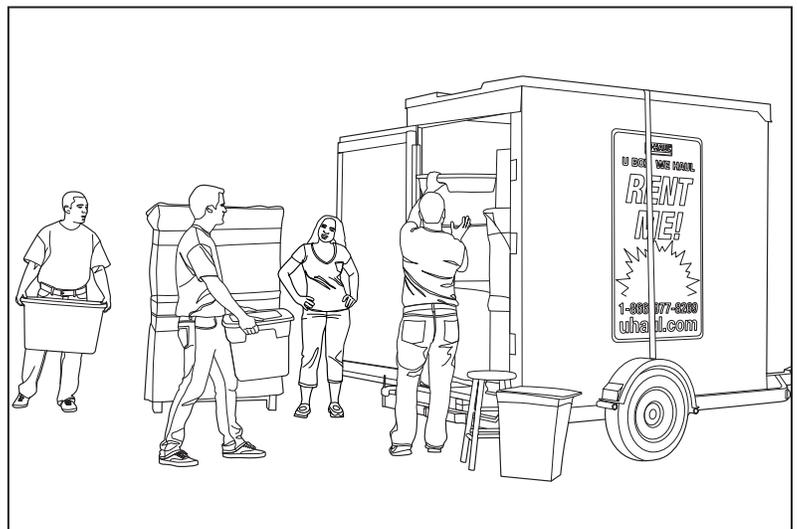


Figure 4

Photos of the different services you offer can help a customer visually see what you can do for them (e.g. packing, cleaning and driving services) (**Figures 5, 6, 7**).



Figure 5

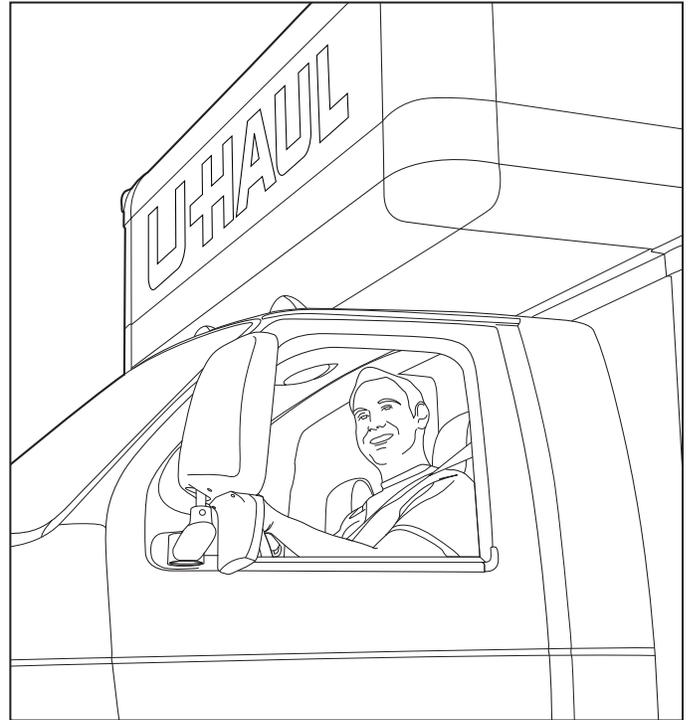


Figure 6

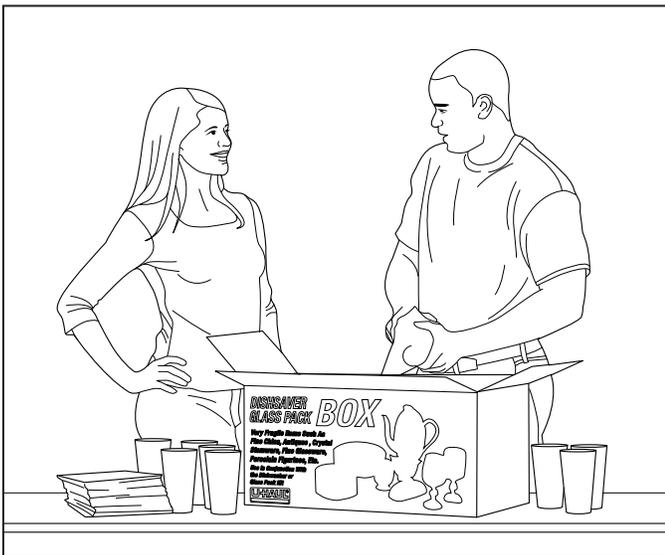


Figure 7

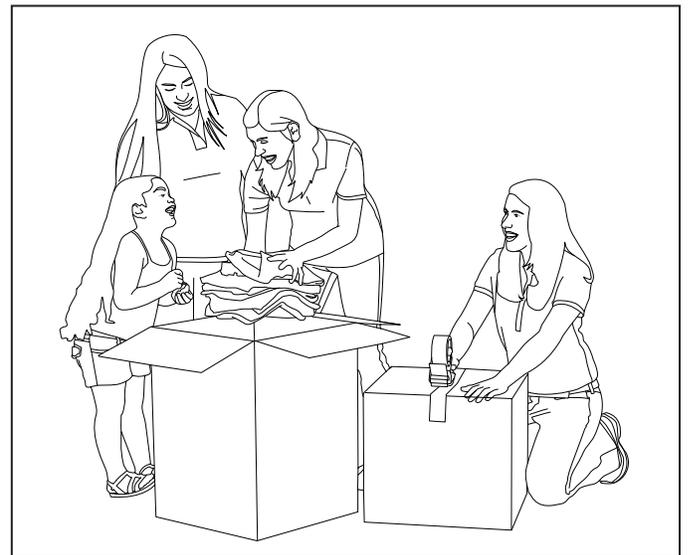


Figure 8

Photos that show you with a happy customer can convince the customer to choose you over a competitor (**Figure 8**).

Photos of “before” and “after” the move can tell a good story of how your services benefit the customer.

NOTE: Avoid taking photos that show a cluttered truck or garage. Do not use cartoon photos or stock photos from the internet. Customers want to see the actual person they are hiring for their important move.