

We recommend investing in professional imagery to enhance your sales success. But if you're doing it yourself here's some helpful tips:

Pick the Perfect Time

Aim for soft, golden light, about 1.5–2 hours before sunset.

Keep the sun at your back for even lighting and minimal shadows.

Frame for Success

- Position your camera at mid-barrel height for a flattering angle.
- Choose an uncluttered background that contrasts with your horse's coat.

Pose with Purpose

- Make sure legs are clearly visible and balanced, conformation sells.
- Capture an alert, soft expression: ears forward, eyes bright.
- Include a mix of:

Profile (side-on conformation)

Headshot (showing character)

Action shot (running free or working)

Keep it Honest

- Light retouching is fine, but show the horse as they truly are.
- Clear, accurate images build trust with buyers.



Ideal stance with facing fore leg forward and facing hind leg back