

Marketing your Horse

Taking Great Sale Photos

From Issue No. 4, The Performance Horse

So you've got to sell your horse ...

Having to sell a horse can be a stressful event, but by taking the steps to properly market your horse to a potential buyer the process can be that much easier.

As a follow up to HoofNote 1.4, Selling your Horse, we've got our top tips for taking great photos to help showcase your horse to its full extent.

Our Top Photo Tips

1. Show Ready Appearance

If you are planning to take photos of your sale horse, take a few extra minutes to make sure your horse is well groomed. A clipped, clean, and well-presented horse is far more enticing to potential buyers than one that looks like it hasn't been handled for some time. Polish your horse just as you would if preparing for the show ring; you want your horse to shine.

2. Check the Backdrop

Busy backgrounds will distract from your lovely looking horse! Take the time to scout out your photo shoot location to make sure your background isn't too distracting.

3. Fill the Frame

Make sure your horse is the center of attention and fills the frame, too much background can be distracting.

4. Showcase Conformation

Potential buyers want to see a horse's conformation, so good confirmation shots can really draw buyers in. The most common conformation shot is a full side profile, showing your horse from head to hoof. The horse should be standing square, and on a level surface.

5. Happy Faces!

No one wants to see (or buy) an angry horse! So make sure your horse's ears are forward, and he is looking alert. Action shots should show animation, and be taken when the horse's legs are moving upward.



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