

GARAGE SALES

Photographing Your Items

Pictures are worth a thousand words, or so it's said, and for garage sales, they can also be worth big money.

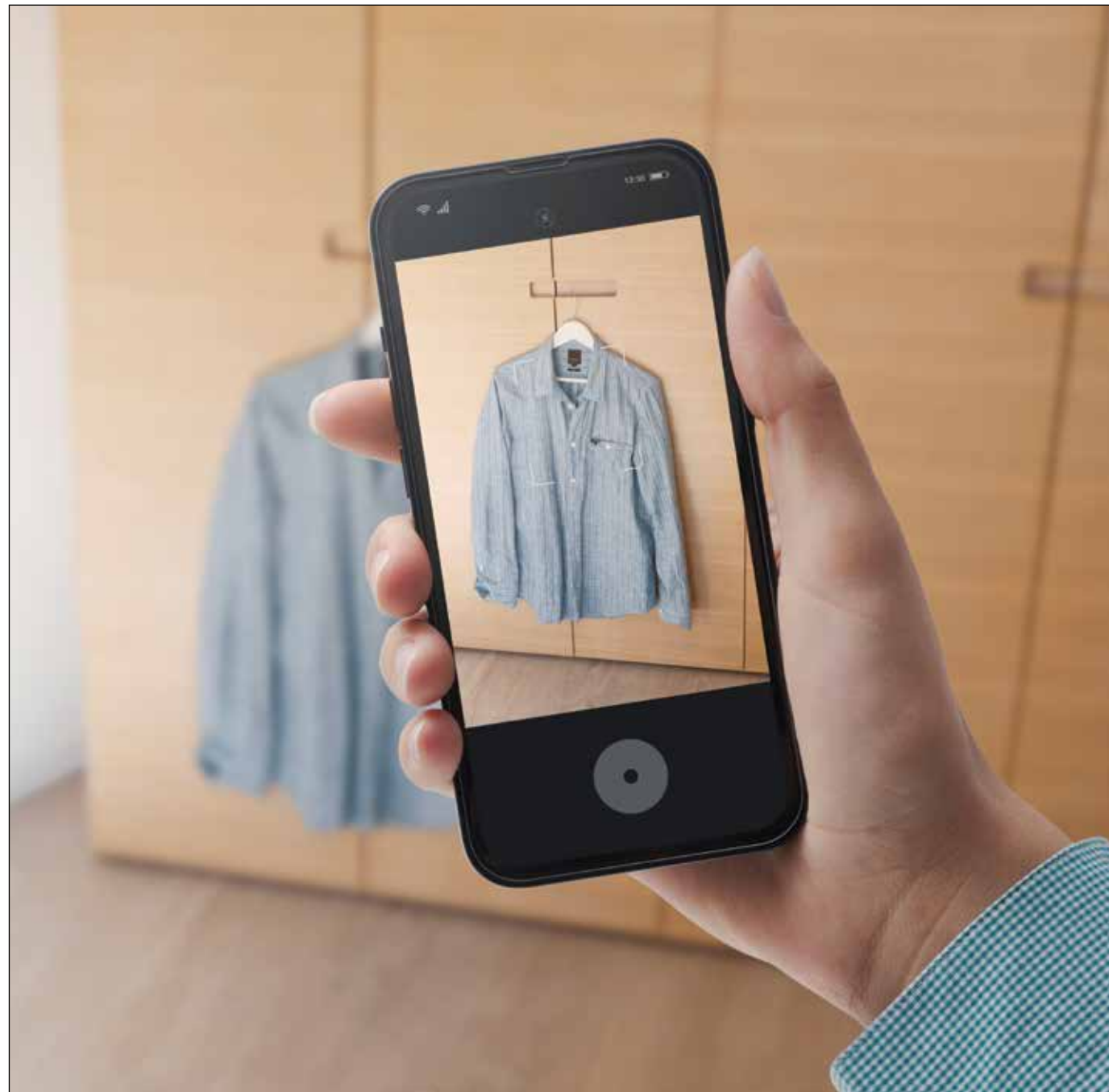
Attractive pictures of your garage sale items can bring in buyers and can net you top dollar. And it doesn't have to be hard. Here are some quick ways taking photos can bring in shoppers.

YOU CAN USE YOUR PHONE

Most of us have a perfectly good camera in our pockets right now (or you may even be reading this on one). Your phone can produce excellent photos if you know how to use it. Familiarize yourself with the photo modes on your phone and learn the basics of how to focus it and turn the flash off and on. Learn what you can correct on the phone (color, lighting) and what you can't without distorting the image.

MAKE SURE PHOTOS ARE WELL LIT

Lighting is the basis of many a good photo and, honestly, most of our indoor lighting just doesn't cut it. Opt for sunlight for the best results,



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particularly the golden light of late afternoon. If you're stuck with indoor lighting, you can use things such as ring lights or makeup lights and mirrors to get the best lighting.

SET A BACK DROP

Placing your items on an attractive backdrop can make

all the difference. Just make sure it makes sense. You wouldn't put kids toys on a cutting board with a knife, for instance. Try to select a neu-

tral background with white or off-white colors. When photographing lighter-colored items, use gray or black backgrounds. You can start by just draping a white bedsheet over a table and going from there.

MACRO MODE

If your phone has a macro mode, this is the time for it to shine. The button may look like a flower and it's perfect for close-up shots. Macro photography was initially developed for scientific research and it's a form of close-up photography that takes sharp, vivid images of small details. Play around with angles and backgrounds to get the most attractive shots of your products.

USE A VARIETY OF IMAGES

Garage sale posts may not allow you room to post tons of pictures, but you want to post the ones that tell a complete story about what you have for sale. That means a mix of overall and detailed shots that show off the best items in your sale. Remember, that may not mean the most valuable items to you, but to the shopping public. Big ticket items may be name-brand clothing and accessories, furniture, vintage and retro items, toys, sporting goods and clothes.

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BUYER'S TIP

Find Sales Fast Online

When looking for garage sales online, such as in social media posts or in online classifieds, use search tools to quickly find sales offering the types of goods you're looking for. If the site doesn't have a built-in search tool, you can use the find tool in your browser to find words in the ads.

AD SPACE