10 Product Image Ideas to Blow Away the Competition

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PRODUCT IMAGE IDEAS

So you’ve nailed your main image, stood out from the competition and guided floods of visitors from the search results to your product listing.

Now you need to come up with **8 or so ideas for secondary images** to fill up your image slots and ensure that all those visual buyers that don’t read the text are catered for.

Did you know that many of your visitors will only glance at your images for a few seconds before making the decision whether to hit the back button on their browser?

I always try to fill these slots with images that sell and tell a story.

There’s no point in just having 9 images of different angles of your product.

I want to use these slots to highlight the benefits about the product that are going to sell the product to the visitor.

That way half the job is done before they even have to read any text.

**So here are 10 creative ideas you can use to fill up your image slots...**
1 THE LABEL SHOT

Some customers who like the finer details will like to read all the details from your label, for example there might be ingredients, or instructions of how to use the product that a customer wants to see. Rather than take up multiple slots with different angles of your product where the label is still hard to read I include a flat shot of my entire label in hi-resolution and easy to read.

2 THE ACTION SHOT

An action shot demonstrates the product in use and allows the customer to resonate with how they would actually use it. It makes it feel much less like a commercial product and more like something they can see in their life and something they could use.
3 HOW TO USE PRODUCT

Include an infographic with easy to follow instructions of how to use your product.

This allows your customer to feel like they understand how to operate your product before they even have it, and reassures them that it is not difficult to use.

Make sure it's easy to follow & understand though otherwise it could have a negative effect and put the customer off.

4 BEFORE & AFTER SHOT

If you sell any product that is promising a result then you should include before and after shots in your images to help show what the customer can expect to achieve.

A customer is unlikely to buy if they can't visualize the end result.

Also pictures like these act as social proof that the product actually works.
5 GUARANTEE CERTIFICATE

If you are offering any kind of guarantee with your product (which you should be) then that is a great selling point and one that can be highlighted with the use of an image slot.

You should always be removing any doubt in the customer’s mind with a 100% Satisfaction / Money Back Guarantee.

6 THE INFOGRAPHIC

Use an image slot to present an infographic to your customer telling them why they should buy your product and explaining the benefits to them in a pretty, diagrammatic way.

This is a great way to get benefits across to a potential customer without them even knowing that it’s a sales pitch!
7  FUN / NOVELTY SHOT

If you have some spare slots that are not required for shots that also sell, then fill them up with some fun or novelty shots.

You can even run competitions with your customers and ask them to send in the strangest shots of your product in use that they can (great social media idea!)

8  CERTIFICATION

If relevant to your product then include any certification or proof that you have (or can produce) to back up the claims as an image to really build trust levels with your customer.

This could be a legal requirement or standard that your product has been tested against.

Or it could be an endorsement or award that the product has won or been nominated for.
9 COMPARISON CHART

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<tr>
<th>Scalpel Features</th>
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<th>Sheath-Type</th>
<th>Box-Cutter-Type</th>
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<tbody>
<tr>
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An image showing a comparison chart of features your product has that competitors do not.

No need to name your competitors, you can just call them Competitor A, B, C etc.

Alternatively if there are different models / versions of your product you can display a comparison chart showing the differences & why they might want to buy a more expensive model.

10 THE COUPON CODE

This is a GREAT way to increase the value per customer.

Use an image slot to display a coupon code that gives the customer a discount when they buy 2 or more of the product.

Or... if you have other products then offer them a discount if they buy both products or bundles.

Even if only a percentage of your customers use it then you will have increased your customer value metrics.
THINK YOU COULD DO IT?

Now **IS A GREAT TIME** to grab a piece of the pie and it is easy as 1-2-3 to get started:

1. **CHOOSE A PRODUCT WITH PROVEN CRITERIA**
   Ensures suitable product with established market & people wanting to buy

2. **SUPPLIER MAKES IT UNDER YOUR BRAND**
   Called “Private Labeling” & it's easy to find a reliable supplier for ANY product

3. **LAUNCH PRODUCT ON AMAZON**
   Put your product in front of millions of buyers with their credit card in hand

Amazon provides an almost limitless opportunity with **$89 BILLION** in sales each year and **320 MILLION** visitors a month looking to buy.

READY TO GET STARTED?
FIND OUT THE NEXT STEPS...

With everything you've learned in our **amazonTycoon** series you have enough of the complete picture to just go and do it for yourself.

But if you want coaching, mentoring, resources, the tools, the latest exploits then I always present an option for the more professional approach and something better than doing it all by yourself.

Accelerate your Success with 11 modules and 175+ videos holding your hand with every step in the process and get a Massive Advantage by collaborating with 5,500+ other students in this Secret & Exclusive Community.

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