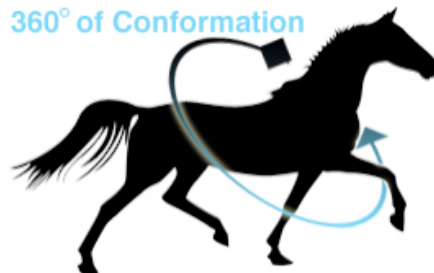


**DiY Marketing Package:
Photo and Video Tips for Marketing Your Horse with
SellTheHorse.com**



Create Your Horse's Virtual Visit™: It's as easy as 1 – 2 – 3

- 1. Print the SellTheHorse.com Listing Guide and Photo and Video Tips.**
- 2. Take the required photos and video, and prepare them to be uploaded.**
- 3. Upload the photos and video clips to SellTheHorse.com using our user-friendly system.**

Once your horse's photos and videos are uploaded, refer to our **MARKETING MANUAL** to help you use your custom web site and print marketing materials to put your horse on the fast track to being sold. The SellTheHorse.com method takes more effort on your part than a simple web classified listing, but you have to look through the buyer's eyes, and give them enough information that they'll decide to come see your horse. In a competitive market such as we have today, you need to stand out from the crowd.

Quality Matters:

The quality of the horse's presentation is highly dependent on the quality of the pictures and video the Seller submits to us. Therefore we suggest the seller follows the tips below carefully. If you have a friend with some photography experience, we suggest you ask them to help you. You'll need 2 people for this process anyway.

As buyers and sellers of horses ourselves, we developed the SellTheHorse.com system to illustrate the confirmation, attitude and abilities of the horse, so that buyers can have a more thorough "picture" of the sale horse, and will have more confidence in deciding which horses to go try out or pursue. Buying and selling horses can be complicated and time consuming. But SellTheHorse.com is your information workhorse for optimizing your time—whether you are buying, selling, or both.

If you do not have access to a high quality digital/video camera, ask your friends and family. Most newer camcorders are sold with editing software that is not that complicated to learn. To download free video editing software, visit www.thefreecountry.com and search for "Free Video Editor".

Please take care to have a well-groomed horse before you take photos. This process will take you about 1 – 1.5 hours to complete, depending on how much footage you take of your horse's discipline.

TIP: If you know how to adjust the resolution for your camera, set it to a lower resolution, which is better and faster for posting images to the web. Alternatively, you can convert any image later to a low-resolution (72 DPI) in Windows Photo Editor.

Photo Tips:

1. GET UP CLOSE

The horse should fill up most of the frame. But if you are too close your camera lens may not focus, so make sure you find that balance.

2. CHECK THE BACKDROP BEHIND THE HORSE

For optimal photos, dark horses should have light backgrounds, and light horses should have dark backgrounds. Avoid backgrounds that have lots of colors or “busy” backgrounds.

3. CHECK THE WEATHER AND LIGHTING

The best time to take photos of your horse is on a sunny day, early in the morning or late afternoon, with the sun at your back. If you are in an indoor arena, turn on all the lights available, and if there is a bright doorway or window opening, position the bright spot behind you. If you must take photos on a dark day or indoor arena, use the flash on your camera, but the result will not be as good as natural light.

4. CONFORMATION PICTURES (SEE CHART AND CHECKLIST BELOW)

From the Buyer’s perspective, it is important to see specific joints and proportions of the horse’s conformation, as well as to view the horse as viewed from the full front and viewed from the rear. See the chart below for the required shots that we call the 360 DEGREES OF CONFORMTATION™. Using the checklist below, mark off each body part after you photograph it. If your horse has suffered an injury, it is best to note that in your description and what the status of the injury is. We encourage all sellers to be as upfront and honest as possible.

5. SHOOT FROM A LEVEL POSITION

When you are close to the horse, it helps the perspective to bend your knees and shoot the picture level or pointing slightly upward. It’s always best to avoid shooting down at the horse from a higher vantage point; level shots look best.

6. EARS FORWARD

Try to make sure the horse's ears are forward, nobody likes the look of pinned ears! Cluck. Throw grass up in the air. Wave your arms like a monkey—anything to get the horse’s attention and look alert.

7. STAND ON FLAT GROUND, NO SLOPE

Especially for conformation shots, try to get the horse standing on a level surface; standing on a slope will make the horse’s conformation appear different. Have the horse stand as square as possible, with all four feet flat on the ground (not resting on either hind leg), and with the horse looking straight ahead with head up and ears forward.

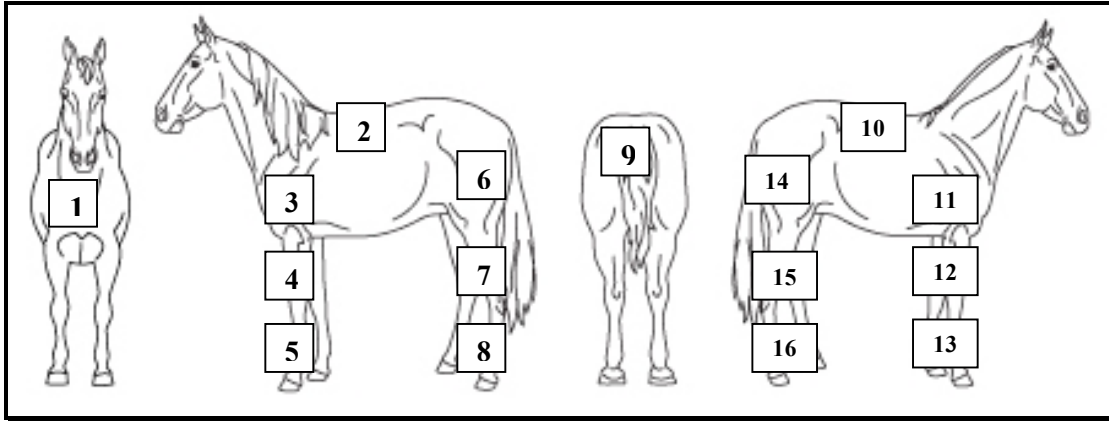
8. GROOM YOUR HORSE BEFOREHAND

Take the time to thoroughly groom your horse before taking these photos and video. We suggest that

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you use hoof dressing and any other products that you would use before a show or just making your horse look as good as possible. Do not shoot conformation photos with your horse tacked-up; your horse should be 'in the buff'.

WHICH SHOTS TO TAKE: 360 Degrees of Conformation™



Place a check next to each body part as you take each of them.

1. Full front including front feet together	9. Rear view, stand directly behind horse
2. Full body left side	10. Full body right side
3. Left shoulder	11. Right shoulder
4. Front left knee	12. Front right knee
5. Front left pastern/hoof	13. Front right pastern/hoof
6. Left hip/thigh	14. Right hip/thigh
7. Left hock	15. Right hock
8. Left rear pastern/hoof	16. Right rear pastern/hoof

Video Tips:

If you were looking at horses for sale on the web, you would probably be thrilled to see a series of videos of the horse's discipline and conformation trot out. So www.SellTheHorse.com Your Complete Equine Marketing Solution (Copyright 2009)

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remember that it's important to look through the buyer's eyes, since that is who you are trying to reach—and impress. A great video is the most effective tool for showing your horse's unique personality, expressions and emotions. You will need at least 1 discipline and 1 conformation video, but take as many as you like, since you can upload unlimited videos {Note: Videos are actually hosted at YouTube and linked in to your horse's web presentation; further instructions provided later}:

- Conformation Video (1 required)
- Discipline Video (1 required)
- Free Movement, your horse “being a horse” in the pasture at trot or canter (optional)

Note: good footage at a later date is better than bad footage now that does nothing to flatter your horse.

1. HORSE SHOW FOOTAGE IS 1ST CHOICE

The best place to take a video of your horse for sale is at a show. Try to show several minutes of the competition, whether it's a dressage test, a stadium round, a driving test or a polo game. The buyer will appreciate seeing the horse in action at a show/competition.

2. SHOOTING VIDEO AT YOUR STABLE/HOME LOCATION

If you shoot the video in your home environment, you should still dress up as if it were at a competition, or at least look as polished as your horse. Perceptions matter, and if you look sharp, it will enhance the overall impression.

3. USE A TRIPOD AND USE THE ZOOM FEATURE

Depending on your discipline, it may be important to focus on the horse's leg action. To show the horse's leg action, video the horse while you are on a firm, flat surface using a tripod. Keep the horse and rider in the center of the viewer at all times, and avoid shooting through rails of a fence. Find somewhere high so the rails don't obscure the view. Follow the horse with a smooth zoom-in when the horse is at the far end of the ring/arena. Your ending shot could be a nice close up of the horse and rider exiting the ring/arena. If you don't have access to a tripod, rest the video camera on a fence or solid surface; or try to use a steady hand, but the results may look shaky.

4. TAKING VIDEO OF YOUNG HORSES OR PROSPECTS

For a non-riding video of a young horse, try to shoot a purposeful walk, trot and canter. It's not always easy to do and if it's not happening, wait for another day.

Note again: good footage at a later date is better than bad footage now that does nothing to flatter your horse.

5. INCLUDE A BRIEF NARRATION AT THE BEGINNING OF VIDEO

Start your narration by telling the name, age, breed, experience, etc. if you like. Talk about the horse's unique personality and most relevant abilities. You may also want to add some music and graphics to your video later on in the video editing process; there are many free software programs that can help you create impressive videos, or you can use SellTheHorse.com's video editing services for an additional fee.

6. SHOOTING THE CONFORMATION VIDEO

Stand directly behind the horse and have the handler trot the horse away from you. Try to zoom

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in on the horse's leg action the entire shot, but keep the camera steady or use a tripod. Trot the horse on a level surface and avoid mud, ditches, high grass, etc. The goal is to get a clear view of the horse's natural movement moving away, and then again moving directly towards you. You should repeat this process at least 3 times so you are assured to get a good trot out; you should aim to get at least 10 seconds in each direction. You can edit the "trot away" and the "trot towards" together onto one video, or you can upload them separately.

If you have questions during this process, please contact us, we'll be happy to help.

Email:

customercare@SellTheHorse.com

Phone:

SC Office: 803-564-7074

VT Office: 802-685-7806