

# 7 VIRTUES *of* IMAGES THAT SELL

F.O.R R.E.A.L

## 1. FOCUSED

THE MOMENT  
IN FOCUS  
FOCAL POINT

## 2. ON BRAND

COLOR  
TEXTURE

## 3. RELATABLE

LOCATION  
MODELS

## 4. RELATIONAL

PEOPLE  
STORYTELLING

## 6. ASPIRATIONAL

STYLING

## 5. EMOTIONAL

EXPRESSION & BODY LANGUAGE  
COLOR  
ACTION

## 7. LIT WELL

TIME OF DAY  
TECHNICAL SKILLS

