

**SUGAR  
COOKIE**  
*photography*  
**HACKBOOK**  
**PHOTO CONTENT EDITION**



*Unlock the Secrets:  
10 Hacks to Save Time, Avoid Hassle,  
and Improve your Cookie Photo Content*

**BRIANNE WHITESIDE**

# Content



## PATTERNS

Follow a pattern for your holiday presales and custom sets. Create a format that works for you and just stick with it. Make a checklist of photo types to consistently capture. Systemize any other part of the process you can.



## SEASONAL PHOTO FOLDERS

I know, I know. You know. But make it easy. Next time you sit to make a post, create a folder and put three images in it. Each time you sit to edit or post a photo, do a search and throw a few more in. Then move to the next holiday and repeat. Some is better than none for drawing from old content.



## DOUGH DAY

Take a variety of photos on dough day! Stacked butter, ingredients set out, pouring sugar in, mixing, and more! You will be surprised at the intrigue. Even shots of buying ingredients is great.



## ACTION SHOTS

Your phone has a self shooting mode with a timer on it. Prop it up or put it on your tripod, set the timer and then go ice a cookie...or roll dough...or package. You can also video then export a frame.



## CALENDAR

Grab a free Cookie Calendar from Lila Loa or Sugar Cookie Marketing to help you plan out easy content. Use a blank calendar and fill in all the easy content days. Search and reuse photos of coffee, donuts, ice cream, etc...for those odd holidays. Then try to snag photos in large batches to save and spread out over time. Fill in gaps with Print + Photos.



# Have Questions?



Check out my Instagram Page for more. I go into more detail about these hacks and share other helpful information.

[@contentcreationcookbook](https://www.instagram.com/contentcreationcookbook)



Find me on Facebook! Join the Content Creation Cookbook Community to bounce ideas off of fellow cookiers and bakers, as well as get feedback and insight directly from me!

## FACEBOOK GROUP



There's more to come! Lightroom presets, in-depth phone photography courses, reels courses, and content creation challenges and workshops.

[www.contentcreationcookbook.com](http://www.contentcreationcookbook.com)