

# SHOOT TO EDIT LESS

EFFORTLESS EDITING STARTS  
WITH HOW YOU SHOOT



with ERIKA SWAFFORD, Private Photo Editor

## STRATEGY GUIDE



Hello there,  
photographer!

## Note from Erika

As your photography business grows, I know that photo editing can get more and more time consuming.

As a private photo editor since 2020, I've learned that the first step to simplifying your editing workflow starts with how you shoot. The good news is that it's easier than you might think.

Use these strategies whenever you can so your editing workflow can take less time.

You got this! 🙌

*Erika Swafford*

**PRIVATE PHOTO EDITOR**

*Minnie*

**EDITING SUPURR-VISOR**



# THE SHOOTING STRATEGIES FOR EFFORTLESS PHOTO EDITING

THINK OF THESE STRATEGIES AS FLEXIBLE TOOLS IN YOUR TOOLKIT, READY TO BE USED WHENEVER THEY ALIGN WITH YOUR GOALS TO MAKE YOUR EDITING WORKFLOW SMOOTHER.



## 01

The fewer adjustments you make in camera, the less you'll need to edit.

When shooting a group of photos:

- in the same lighting
- with the same background

Make fewer camera adjustments to:

- exposure
- white balance
- focal length



## 02

Keep the white balance consistent.

Try to keep the white balance the same from photo to photo in the same lighting and background.

The temperature and tint numbers in Lightroom for each photo in a group need to be the same.



# 03

## Use Kelvin to set white balance.

Manually setting your white balance using the Kelvin temperature scale is one of the best ways to ensure the temperature and tint will be the same when you get your photos into Lightroom.



# 06

## Opt for prime lenses.

Zoom lenses can have a fluctuating white balance because of the changes to the focal length.

Prime lenses will have a more consistent white balance because the focal length doesn't change.



# 04

## Use fewer cameras.

Using fewer cameras will make matching up your edits a lot easier.

Each camera model often renders colors differently—especially if they are different brands.



# 05

## Use fewer lenses.

Each lens will have a different white balance. This is due to the focal length of each lens.



# 07

## Avoid or limit backtracking.

When possible, try to group your shots in camera by lighting and background.

Backtracking can put your images out of order for editing causing backtracking in your editing or having to sort your images to put similar images together.

# DISPELLING MYTHS

ABOUT SHOOTING  
AFFECTING YOUR  
EDITING

THERE ARE TWO SHOOTING  
MYTHS THAT COULD BE SLOWING  
YOU DOWN WHEN YOU GET TO  
PHOTO EDITING.



You may or may not have been taught this when you learned photography. The thing is, this is **outdated advice** unless you shoot only with analog film cameras.

If you are shooting with digital cameras this advice will make editing your photos take LONGER because you'll be adjusting your camera settings a lot MORE in an effort to get it right in camera.

# MYTH

## GET IT RIGHT IN CAMERA

It's often better to leave the settings **wrong but keep them the same** for a group of photos than to tweak each image trying to "get it right in camera."

# MYTH

## USING AUTO WHITE BALANCE

The second myth is that using auto white balance won't affect your editing.

Every time you press the shutter, your camera reads the white balance again and this can result in different white balance from photo to photo.

You can see this when you pull your images into Lightroom and you look at the white balance temp and tint numbers—they fluctuate a little bit.

Use Strategy #3 by setting your white balance using the Kelvin temperature scale.



# LEARN TO SHOOT IN KELVIN FOR CONSISTENT WHITE BALANCE

THIS YOUTUBE VIDEO IS THE BEST  
ONE I'VE FOUND THAT EXPLAINS  
HOW TO SHOOT IN KELVIN FOR  
YOUR WHITE BALANCE.



[WATCH VIDEO](#)



# LET'S CONNECT

DM ME ON  
INSTAGRAM

 @erikaswafford

**What part of editing takes you  
the longest right now?**

Send me a quick DM on Instagram  
with your answer. I'd love to chat!

Feel free to DM me if you have any  
other questions too.



# CONTINUE YOUR PHOTO EDITING JOURNEY

Learn how to sync and batch edit your photos in Lightroom Classic.



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