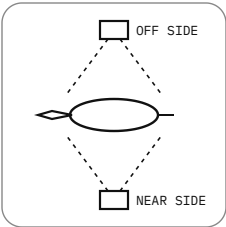


Six shots that sell a horse.

Film on your phone, held sideways. Keep each clip running and send it exactly as it comes off the phone. We do all the cutting, so long clips are fine.



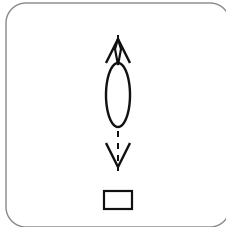
SHOT 1

Standing square

All four legs visible, head up. Film each side for about 5 seconds from level with the middle of the horse.



Like this, but square: legs straight under the body.



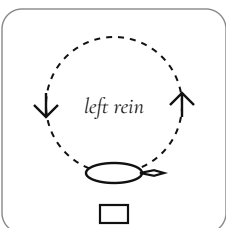
SHOT 2

Away and back

Walk, then trot, in a straight line away from you and straight back. Stand still; let the horse come to you.



Straight lines show how the legs track.



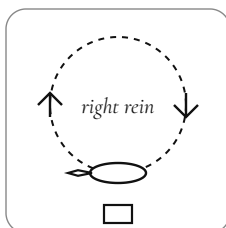
SHOT 3

Left rein: walk, trot, canter

Horse goes anticlockwise. Film from outside the circle, side-on, and keep going through all three gaits.



Side-on, the whole horse in frame.



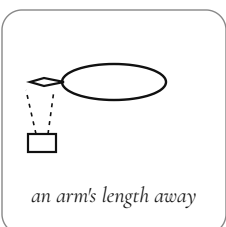
SHOT 4

Right rein: walk, trot, canter

Same again, clockwise. Buyers want to see both directions, so don't skip this one.



Canter, full body, no zoom.

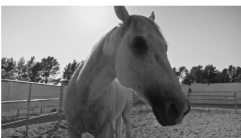


SHOT 5

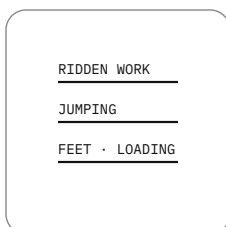
Head and face

Close up, ears forward, both sides if you can. A treat or a rustling bag helps.

an arm's length away



Eyes, ears and expression.



SHOT 6 • IF IT APPLIES

What the horse does

Ridden or driven work, jumping, and everyday handling: picking up feet, loading, tacking up. Anything a buyer will ask about.

Film it plainly. We'll pick the best moments.

PHONE SIDWAYS
Landscape, not portrait. No zoom, no filters.

LEVEL GROUND
A plain background and flat footing make a horse look its real shape.

Halterline • sale videos

SHOULDER HEIGHT
Hold the camera level with the horse's shoulder, not from above.

KEEP ROLLING
Don't stop and start. Steady hands, or rest the phone on a fence post.

SUN BEHIND YOU
Light on the horse, not behind it.

MEASUREMENTS
Height, plus girth and body length with a soft tape if you can.

Send every clip as it is. We do the rest.