



PRESET

BEST PRACTICES

Making Presets Work for You + Your Brand



FIRST WE EAT

FIRST WE EAT

Welcome to the Wonderful World of Presets!

Thank you **so much** for snagging my favorite Lightroom presets! I am so excited for you to take your photo editing to the next level!! Below I have some general best-practices for getting the most out of these presets in Lightroom and how to utilize them most effectively—once you get the process down, you'll be able to modify and save them to create your own presets and craft a truly unique voice and style for your brand, with a consistent feel and look throughout all your photography. And best of all? You'll be saving a ton of time and effort!

BEST PRACTICES



To install them, read through the pdf in your download folder, or [this nifty little guide](#) with some step-by-step photos!



Once the presets are installed, I recommend scrolling through them, applying different presets to the photo you want to edit, and then picking the one you like best.



The color temperature is not an adjusted setting in the presets since the exact color temperature will of course vary depending on the light temperature you're shooting in, so feel free to adjust the color temperature to either warmer or cooler to create your desired visual effect.



These presets are meant for properly exposed images. Each preset does bump the exposure a little bit, but feel free to adjust the exposure to make it just right for your particular image.



That being said, feel free to tweak **any** setting after applying the preset. These are not the be-all-end-all, they're meant as a base layer that you can then fine-tune to make your particular image as beautiful as it can possibly be.



And once you've made your adjustments, if you'd like to use those exact settings later, you can save these new edits as new preset of your very own and have it at the ready for all time, woohoo!

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Oh heyyyy there editing boss, I didn't recognize you flexing those sweet new editing muscles over there! (Okay, that was admittedly cheesy and terrible. But still! Your photos look KILLER.)

For more goodies + learning resources, hop on over to [First We Eat!](#)

For freebies + tips, sign up for [my insider email!](#)

Thanks so much + enjoy those presets!!

Warmly,

Eva

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