



FIELD GUIDE / 2026 EDITION

Your Listing Is Won in the **Third Image,** Not the First.

The lifestyle set that converts on marketplaces and your own site: which images each listing needs, in what order, and what a full set for eight products costs.

START HERE

Everyone has the white image. Few have the rest.

The main image on white is the one every seller gets right, because the marketplace enforces it. The images that follow are where a listing is actually judged: the product in use, its size in a real room, the detail that answers the question a shopper would ask in a shop.

Most sellers fill those slots with a few supplier photos and a stretched lifestyle stock image. Rendering fixes the gap cheaply because the product is modelled once, and every angle, room and close-up after that is a camera move, not another sample shipped to another photographer.

HOW MOST LISTINGS ARE FILLED	HOW A PLANNED LISTING IS FILLED
01 Five angles of the product on white	One on white, then use, scale, detail and a clean frame for the key claim.
02 A stock room with the product pasted in	A room built for the product, with its shadows, reflections and scale correct.
03 Size given in a line of text	A scale shot that shows the size before the shopper reads anything.
04 Infographics on busy photos	Frames composed with empty space where the text will sit.

Plan the image slots before the images.

Decide what each slot must answer, in order, and brief the set against that list. The shot list follows from the questions, not from what looks good in a portfolio.



Maverick Frame production render.

THE SHOT LIST

The listing set, priced line by line

A composite of the listing sets we quote for consumer goods sellers, priced at mid-market studio rates. It assumes eight products sold on marketplaces and on your own store. Scale by product count; the order of the slots stays the same.

LINE ITEM	BASIS	AT STUDIO RATES
01 Product models from CAD or physical samples	8 x \$250	\$2,000
02 Main images on white, to marketplace rules	8 x \$90	\$720
03 Second and back angles on white	16 x \$70	\$1,120
04 The third image: product in use, in a real room	8 x \$450	\$3,600
05 Scale shots: the product beside familiar objects	8 x \$200	\$1,600
06 Detail and material close-ups	8 x \$150	\$1,200
07 Clean frames with space left for infographics	8 x \$120	\$960
08 Two brand scenes for the store page and ads	2 x \$600	\$1,200
09 360 spins for the three hero products	3 x \$300	\$900
Built once: eight product models		\$2,000
58 images and three spins		\$11,300
The listing set, priced as a composite		\$13,300
Each product you add later, full listing		\$1,400

The ninth product costs \$1,400, complete.

Model, main image, angles, a lifestyle shot, scale, detail and a clean frame, all in scenes that already exist. A new colour of an existing product costs a fraction of that, because only the material changes.

MISTAKES FROM YOUR SIDE OF THE TABLE

Six lines that cost online sellers

These come from consumer goods briefs we receive. Each one is understandable, and each one either wastes a slot in the listing or doubles the work.

WHAT YOU TYPICALLY WRITE	WHAT TO WRITE INSTEAD
01 Lifestyle images, like the competition	Say which question each image must answer: use, size, material, what is in the box. Style follows from that.
02 Main image to Amazon standard	Paste the exact rules of every marketplace you sell on. They differ on background, crop and how much of the frame the product fills.
03 A model holding the product	Say whether a hand or a person is essential. Hands are possible but expensive; a scale object often answers the same question.
04 Every colour in every image	Choose one colour for the lifestyle scenes and show the others on white. Colour swaps in scene are a separate line.
05 Add our infographics later	Send the claims now. Frames composed with space for text look designed; text laid over a busy photo looks cheap.
06 Packaging to follow	Send the dielines and artwork with the product files. Packaging is modelled like a product and belongs in the same set.

Marketplaces change their rules.

Keep the scenes and models on file. When a marketplace changes its image rules, the set is re-rendered to the new crop, not reshot from scratch.

THE ONE PAGE

What sellers actually send us

The clients whose logos sit on our service pages do not send specifications. For a listing set they send something close to this, usually in the body of an email, and it is enough to quote from.

01	The products	A list, with CAD files or samples we can have.
02	The colours	Which one leads, and which appear only on white.
03	Where you sell	Each marketplace and your own store, with image rules pasted.
04	The slots	What each image in the listing must answer, in order.
05	The rooms	Who uses the product and where, with two or three references.
06	The claims	The three facts your infographics must carry.
07	Packaging	Dielines and artwork, if the box is part of the sale.
08	The date	When listings go live, and whether a sale event sits behind it.
09	The budget	Per product or for the range. Either is enough to scope.

Start with the best seller

Approve the full set for one product first. The rest of the range follows that template, and every listing looks as if it came from one brand.

Test the third slot

Try two lifestyle images in the third slot and keep the one that performs. A render can be adjusted; a shoot has to be repeated.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us CAD, samples and swatches

CAD or STEP files, a physical sample if the finish is hard to read, swatches or finish codes, and whatever brief you have, in whatever state it is in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Lifestyle product scenes	maverickframe.com/services/3d-interior-rendering-services/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.