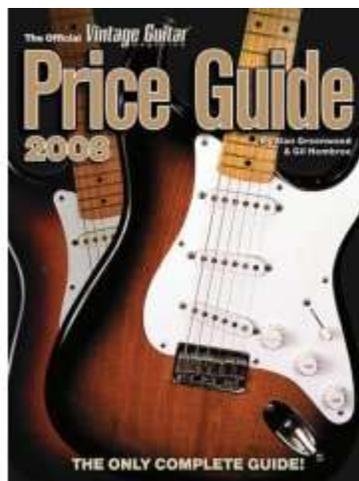# MANIPULATING IMAGE WITH PICNIK

This lesson is a follow up from the previous one. In the first lesson, Dan has taught you how to rewrite simple copy from Amazon's product description to make it more *slippery*. The second lesson, you learn how to get unique affiliate link for that product from Amazon and in this lesson, you are going to change the size of the product image you've saved in from the first lesson.

On Day 6, Thirty Day Challenge (TDC) is going to release unique software and at that time, you will need an image of your product. You will use the picture, copy and unique link to create a unique piece of content so that people who come to the site will click on the link and buy something from you.

For now, just follow the lesson so you are getting up to speed. The image from the Amazon page is too large. Chances are if you take product image from ClickBank or other sites, the image will also be larger than what you actually want.

So, you need to manipulate it, adjust the size and save it again.

Right click on the image in the browser window and choose **Properties**.

If you examine the **Properties** of the image, you will notice that the image is 240 pixels by 240 pixels.

That may sound like gibberish to you but a pixel is just a single dot that is on your monitor, so the picture is 240 dots across and 240 dots down.

You don't really need to know why and how that works, but you need to have a picture that is about 150 dots across, which is smaller than 240 pixels.

For demonstration, go to [Picnik](), which is a completely free image manipulation web site. There are many desktop software out there like Photoshop, which allows you to manipulate images and remove red eye, crop images and other things.

But Picnik is an online version, so you don't have to install a thing. It actually has a premium service but you don't actually need that in the TDC. The free service is already perfect for TDC.

If it is the first time you are on the site, you wan tto register an account first. Click the **Get started now!** Button to take you to the login / register screen.

The **Register** button is a quick way to register an account, so click on that button.

Up pops a box like below where you can enter your username, password and email address to create your account. The **Create my account!** will create your Picnik account based on the information you've given above.

Once you finish with the registration, you will be automatically logged in.
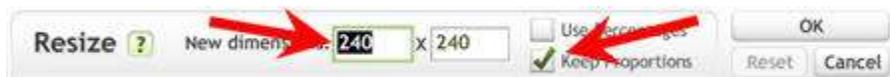

The next step is to upload the image you've saved before. Access the **Photos** tab first.

Click the **Get Photo** button to browse the file and upload it to Picnik. When the process is done, you'll see the image on the picnic browser screen. While Picnik have a lot of features, what you are interested in is the **Resize** button.

Picnik will display the actually image size automatically like below. Change the number to 150 across. One thing you want to make sure is that the **Keep Proportions** option is ticked.

What it means is that while the image is 240 pixels and you shrink the width, it will adjust the height accordingly. Enter 150 in the first field, and the other field will be updated automatically.

Proceed with the **Ok** button.

Now that the image size is reduced, you want to save the image back on your computer. Hit the **Save & Share** tab.

The next screen asks for a file name, the dimensions of the image. It also allows you to choose the format of the image you want to save it as (options include JPG, PNG, GIF, BMP, PDF and TIFF), and the quality of JPG compression.

For photograph, just like with this image, leave it as JPG. It usually gets the best quality for the compression. Don't worry about the **JPG Compression Quality** at the moment. Just leave it on the default number **8**.

Finally, click on the **Save Photo** button.

Picnik will prepare the image, prompt you to save on your computer so you can choose the location / folder you want to save the file in. Pick a name (like *vintageguitars-small.jpg*) so you don't overwrite the original image file.

That's it. Later you will understand why you need to do this now.

By the end of Day 4, you should have copy for the product you are going to test, your unique affiliate link to the product and the right size for the image file.