

Thinking of investing in photography? Fill out this worksheet to better prepare!



1. **Know your goals.** What are the goals of this photoshoot? Get deep with it. Get shallow with it. Write it all down.
2. **Create a shot list.** This should include every photo that you wish to walk away with (with the most important ones listed at the top). Feel free to indicate which photos must be captured, along with a secondary list of "ideal shots." This will help the photographer understand how much time should be dedicated for your photoshoot.
3. **Break it down.** Break down each ideal photo on your shot list. Make a note of where the photos will be used (e.g. Instagram, homepage, direct mailer) and their ideal ratio/sizes. Have this list handy on the day of the shoot.
4. **Create a moodboard.** A moodboard will help the photographer understand what style you're envisioning. As a photographer, I can instantly pick out conflicting desires that my client didn't notice, just by looking at their moodboard. For example, sometimes my client will include photos that were shot with studio lights and others that were shot in natural light. It's important to identify these elements before you get too far into the planning.
5. **Identify possible themes.** Combine your moodboard and shot list, and start breaking apart items that appear in both. For example, take a look at the three photos listed at the bottom of this checklist. If a client posts these three photos in their moodboard and their shot list reads, "Photo of _____ product with confetti," then I know that there's a party theme going on (without them ever saying anything).



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6. **Talk details.** We're going to take this even further and start listing out props, models and ideal locations. From the three photos in the previous page, we'd be safe to assume that a white surface or wall will suffice. If our client sells all of the products besides the donuts and waffle cone, then I know we need to supplement this shoot with some sweets! Some things to start discussing would be:
 - a. Who's buying what?
 - b. Who approves the purchases
 - c. Does a special order need to occur to get these props?
 - d. Who's booking or finding the location?
 - e. Will you need models? If so, will you round up friends and family or will you pay a talent agency to find the perfect people?
 - f. If you're using studio lights, is there a fee involved (from the 3 photos we featured, it seems that only the balloon photo was artificially lit).
7. **Below, you'll find a list of some questions to ask your photographer at this point in the process**—if they haven't communicated these details already. If someone asked these questions too early in our process together, we wouldn't feel valued as a creative partner. Wait to ask these questions when you're finalizing your quote.
 - a. Can I be present, if possible, during the shoot?
 - b. Can I see the photos as you take them (either on the back of your camera or tethered to a computer)?
 - c. How many days do you allow for editing?
 - d. Will I be able to request any edits?
8. **Prepare yourself!** If you're the one being photographed, prepare the week or day leading up to the shoot. Make sure you eat enough, choose clothes that make you feel great, and get plenty of sleep.