

How to Prepare Your Products for a Successful Photoshoot Checklist

- Create a checklist of every product to be photographed.
- Make sure you have extra product in case the photographer needs it!
- Inspect the condition of each product for scratches, dents, disfigurements.
- Identify any imperfections or blurry printing. Replace products that aren't perfect.
- Be certain all labels are straight. Remove price tags and clean off any adhesive.
- Inspect packaging if it will be in the shot. You'll want pristine packaging too.
- Clean any dust, fingerprints or smudges from product and packaging.
- Choose proper cleaning for leathers, fabrics, metals and glass/plastics and jewelry.
- Create a shot list of all images you want. Solo, with box, product grouping, etc.
- Include any detail shots you need on your shot list.
- Check with a magnifying glass to be sure the details are pristine too!
- Think about props you may want in the shots. Keep them simple and on-brand color-wise.
- Can you provide the props or will you need your photographer to source them?
- If you provide the props, make sure to give them the same attention as your products.
- Package and ship items carefully. Make sure they are padded so they won't be damaged.
- Make sure to insure your product shipment and include tracking.

