



Small Business Photography Photoshoot Preparation Checklist:

Define the Objective:

- Determine the purpose of the photoshoot (e.g., website content, marketing materials, social media posts).
- Identify the key messages or themes you want the photos to convey.

Select the Location:

- Choose a location that aligns with your brand's image and the shoot's objective.
- Ensure the location has good natural lighting or arrange for artificial lighting.
- Obtain any necessary permits or permissions for shooting at the chosen location.

Plan the Shots:

- List down the types of shots you need (e.g., headshots, product shots, action shots).
- Create a rough storyboard or shot list for the photographer.

Prepare Props and Materials:

- Gather any props that will be used during the shoot.
- Ensure products to be photographed are clean and in perfect condition.
- Prepare any branded materials or signage if they will be included in the shots.

Wardrobe and Appearance:

- Decide on the outfits for those being photographed, ensuring they align with the brand's image.
- Consider hiring a professional makeup artist and hairstylist for a polished look.
- Bring backup outfits and accessories.

Coordinate with the Photographer:

- Discuss the objective and shot list with the photographer.
- Confirm the date, time, and location of the shoot.
- Discuss any specific equipment or setups required.

Logistics:

- Ensure transportation and parking arrangements are made for the team and equipment.
- Plan for meals or snacks, especially if it's a long shoot.

Backup Plan:

- Have a contingency plan in case of bad weather or unforeseen circumstances.
- Ensure all equipment has backup, especially batteries and memory cards.

Post-Production:

- Discuss post-production details with the photographer, such as editing, retouching, and delivery format.
- Set a timeline for when the final images will be delivered.

Legalities:

- Ensure you have a contract in place with the photographer, detailing rights, usage, and payments.
- If shooting in public places or featuring people other than your team, have release forms ready for signatures.