

# BRANDED PHOTO SHOOT CHECKLIST



## PLANNING

- Plan to take a variety of photos in multiple locations.
- Select clothing and try to incorporate at least one of your brand colors. For example, if you have purple in your branding, you don't need to wear all purple, but you could accessorize with a piece of purple jewelry.
- Consider doing an outfit change.
- Consider having your hair and/or makeup done by someone else.
- If you plan to include members of your team in the shoot, coordinate clothing, hair and makeup with them as well.
- Find some stand ins that are willing to be photographed as "clients" in your photos. Try to get several so you have a variety and not just the same person in every shot.
- Send your shot list to your photographer prior to your shoot so he/she can be prepared with the proper equipment and budget the correct time.

## IDEAS FOR YOUR SHOT LIST



### INDIVIDUAL PHOTOS

- Traditional headshot style images.
- One from chest up.
- One full body.
- Same as above in different clothing.
- If you are including your team, do these for each team member.

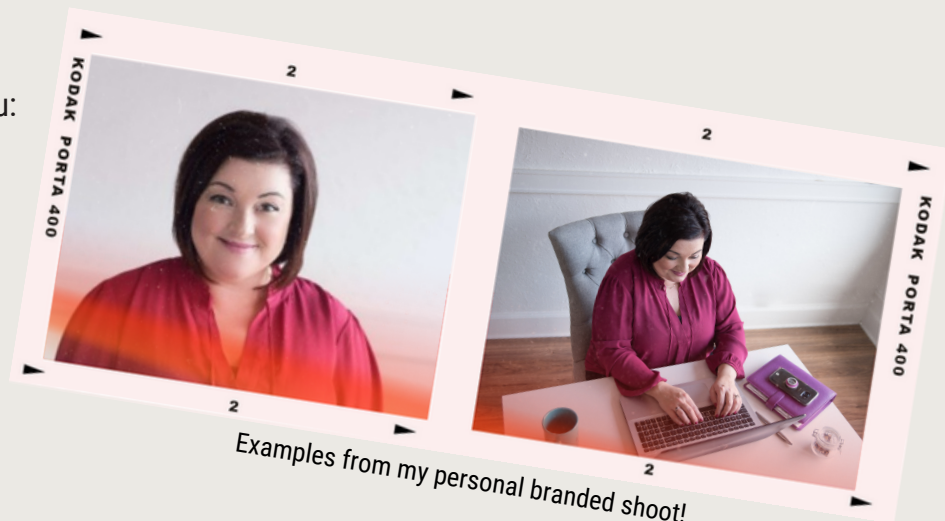
### PHOTOS OF YOUR SPACE

- Outside of the building.
- Your sign and/or a sign on your door.
- Reception area.
- Treatment rooms.
- Any areas that may give potential clients a feel for what to expect when they visit.

## ACTION SHOTS

Use your stand ins to create action shots of you:

- Doing a consultation.
- Performing a service.
- Suggesting retail.
- Revealing "after" results.
- At reception checking the guest in/out.



Examples from my personal branded shoot!