

Photography Shot List

Universal

- ☐ Building exterior
- ☐ Building interior
- ☐ Close up of sign outside
- ☐ Waiting room/lobby empty
- ☐ Waiting room/lobby with people
- ☐ Receptionist behind desk
- ☐ Receptionist behind desk greeting customer
- ☐ Group team photo
- ☐ Individual photos of staff and owner (group shots, close ups, and headshots)

General

- ☐ Offices empty
- ☐ Offices with people
- ☐ Conference room empty
- ☐ Conference room with people
- ☐ Owner in office
- ☐ Owner collaborating with a few team members
- ☐ Owner speaking with customer(s)
- ☐ Smiling customers (man, woman, child, family, old person)

Industry Specific

- ☐ Speaking/working with a customer
- ☐ Smiling customer
- ☐ Collaborating with team members
- ☐ Equipment shots
- ☐ Equipment in-use shots
- ☐ Portfolio shots (ex: houses for contractors)
- ☐ Before/after photos if applicable

Tips

- Ensure the photographer takes both vertical and landscape oriented images
- Always get written permission to use your employees or customers in images through a signed photo release form
- Work with the photographer to plan the shoot in advance to prevent downtime, confusion, or unexpected problems