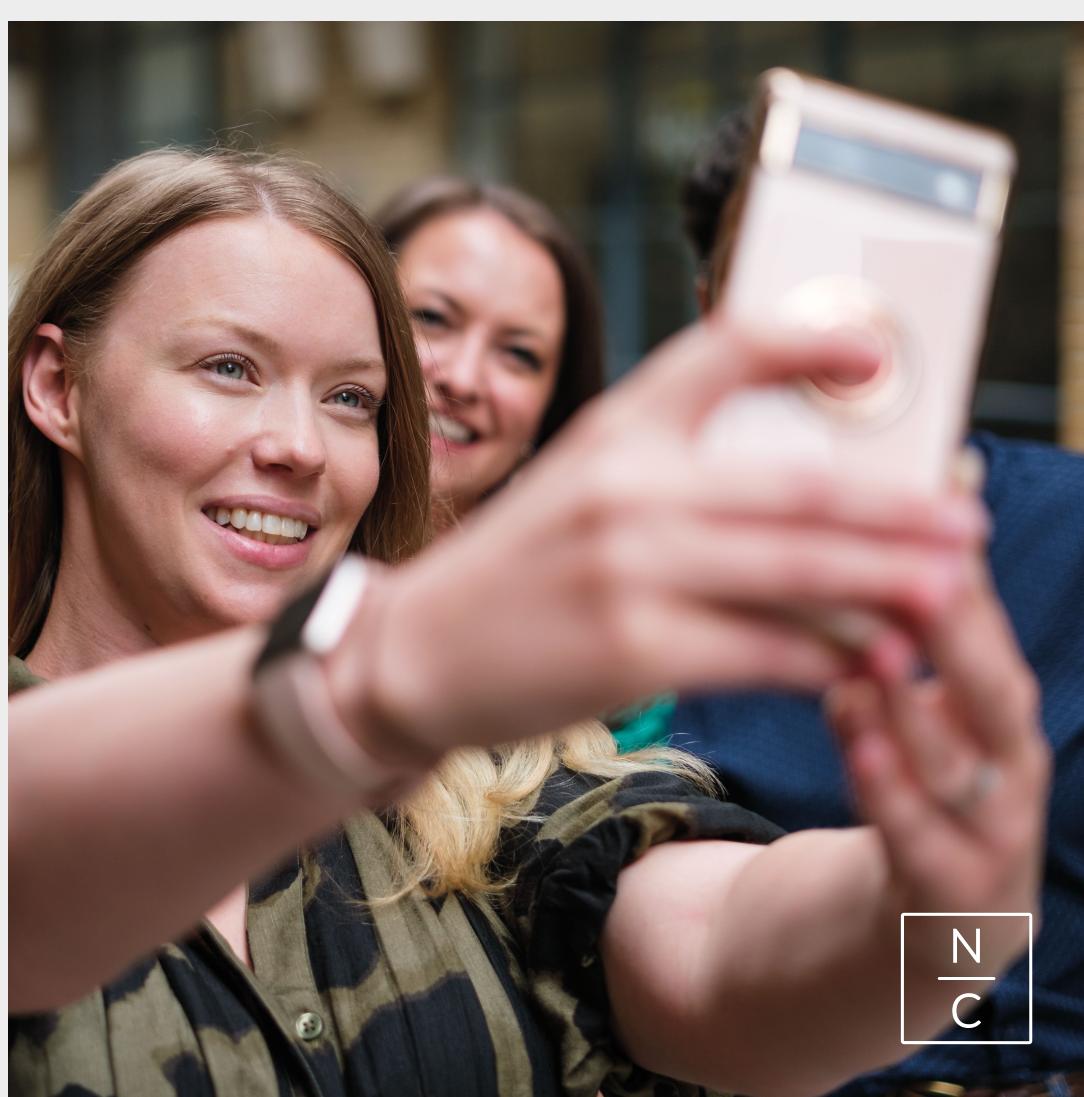


NICK COLE
business photography

PHOTOGRAPHY PLANNING CHECKLIST



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01 OVERALL PLAN

How will your photography be used?

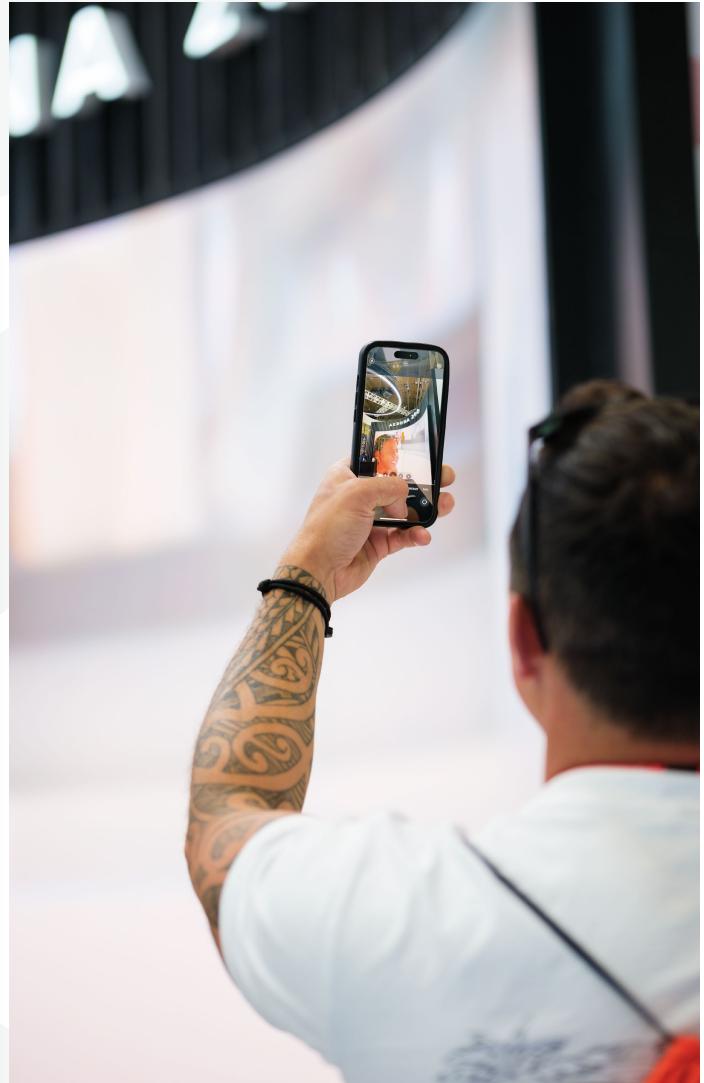
Consider your website, print, social media, and more.

Set a schedule

Plan backwards from any critical dates.

Collect your brand assets

Logos, colours, fonts, tone of voice, mood boards – gather them in one place.



02 CHOOSE PHOTOGRAPHER

Define your style

Do you want bright and modern, relaxed, or more polished?

Shortlist business photographers

Check their portfolio and client feedback. Have they worked with similar businesses?



Chat first

Book a call to talk through your goals and see if it's a good fit.

Check the fit

Do they 'get' your business? Do you feel comfortable with them?



03 PLAN YOUR SHOOT

Check their availability

Make sure their schedule fits with yours.

Agree on the shoot length

Consider the brief, time and budget. Half-day, full-day, or more?

Discuss locations

Share your ideas and get their input on lighting, style, and access.

Decide who's in the shots

Pick team members who represent your brand and feel comfortable on camera.

Create a shot list

Consider website landing pages, blogs, case studies, banners, headshots, team photos, behind-the-scenes, exhibition stands, services, etc.

Capture a variety of images

Wide, close-up, posed, candid – aim for a good mix.



04 PREPARE FOR THE DAY

Tidy up the space

Make sure it's clean and matches your brand style.

Plan what people will wear

Stick to outfits and colours that fit with your brand identity. Avoid bold prints or large logos - unless that's on brand.

Support the team

Let them know what to expect and help them feel comfortable.

Reflect your brand personality

From facial expressions to outfits and setting – keep it all on-brand.



05 AFTER THE SHOOT



Check image requirements

Ask your design partners what sizes and formats they need.



Consider the editing style

Natural? Bold? Black and white? Let your photographer know.



Understand delivery

When and how will you receive the images?



Ask about image rights

Where can you use them – website, socials, print, etc.?



Review the contract

Make sure you're clear on image rights, fees, and timelines.



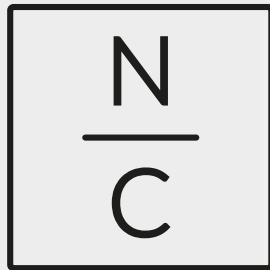
Know what edits are included

Basic tweaks are usually standard – extras like retouching may cost more.



TOP TIP:

Involve your photographer early. They're not just taking pictures – they're your creative partner.



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