

NICK COLE  
business photography

# PHOTOGRAPHY PLANNING CHECKLIST



## 01 OVERALL PLAN

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### How will your photography be used?

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

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### Set a schedule

Plan backwards from any critical dates.

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### Collect your brand assets

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



## 02 CHOOSE PHOTOGRAPHER

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### Define your style

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

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### Shortlist business photographers

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

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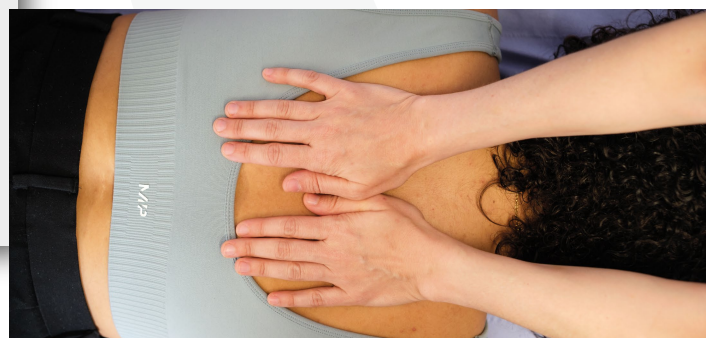
### Chat first

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

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### 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.



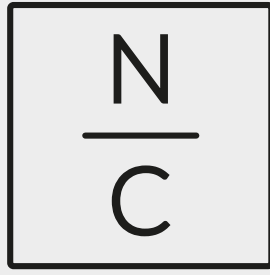
### Know what edits are included

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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