



# Five vital tips to prevent you wasting your money on commercial photography.

# *Deadline?*

*When do you need the images for?  
Communication is essential for a  
mutually satisfactory outcome, so  
be clear about your time scale  
and deadline when booking the  
shoot.*

# *Intention*

*Be clear from the outset on what you want to achieve, what your intended use of the images is and identify your target market.*

# *Requirements*

*Identify any specific requirements when booking the shoot with the photographer. For example, do you need deliberate tactical space left in the image for design purposes, ie to drop text over?*

# Planning

*You will find it helpful to bring the photographer into your thinking around the shoot as early as possible, as part of their role is to deliver images which help your marketing work - they have experience of delivering results over the years in a range of situations and for a variety of clients and may be able to suggest ideas that win for you.*

# *Flexibility*

*You probably have set images in your mind (which the photographer would be happy to work with) but, in addition, you may find it helpful to give the photographer the freedom to suggest their own ideas from their personal expertise and experience. You never know, this image may work better in achieving your desired goal!*



## *A bit about me...*

"I see my images as a vital marketing tool which attracts attention and creates positive talking points about a company. I want to help businesses improve their corporate image through the creative photography that I produce for them - all while enjoying the experience of having their photograph taken!"



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