

Photo Shoot Shot List Generator

You're planning a photo shoot for your business... great move! Strong images can help you attract more customers, build trust, and tell your story at a glance. But this guide helps you turn that big idea into specific, useful photos.

This shoot list builder is designed to help you think through your goals, successfully brief your specialist commercial photographer, and capture every image that counts. This way, nothing important gets missed, and your investment works harder.

Whether you're booking a professional photographer or going DIY, this tool gives you a head start in planning a set of photos that support your business.

If you wish to book a free online consultation with Chris Vaughan Photography to discuss your ideas, you can schedule a call at ChatWithChris.co.uk.

Section 1: What are these photos for?

- Website
- Social media
- Printed brochures or leaflets
- Press release or PR campaign
- Advertising
- Online shop or booking platform
- Internal use (e.g. staff comms resources, recruitment)
- Other: _____

Section 2: What should these photos help you achieve?

- Attract new customers
- Build trust with your audience
- Explain what you do
- Show your scale or professionalism
- Introduce your team
- Launch a new product or service
- Celebrate a recent project or success
- Other goals: _____

Section 3: Who or what should be included?

People to photograph:

Products, tools or services to feature:

Props, branding, or signage:

Section 4: Where should the photos be taken?

Location(s):

Section 5: Are there any time considerations?

E.g. staff availability, lighting, access restrictions

Section 6: Don't forget these!

- The team in action
- A welcome or greeting moment
- Behind-the-scenes or working process
- Hands-on/service in use
- Close-up of tools, signage, or details

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- Happy customer/client in action
- Natural, relaxed portraits
- Scale – wide shots of location or operation
- A 'hero' image that sums you up
- Something full of personality or uniqueness

Section 7: Your Shoot Summary

Top 5 must-have shots:

Key people to include:

Important locations/settings:

Key purpose of this shoot in one sentence:

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