



GO PRO:

Portfolio

CHECKLIST

1. Hire the best photographer you can afford

Ask local designers whose portfolio you admire for recommendations or do an online search for photographers in your area.



Go Pro: 3 Tips to Woo Your Photographer

1. Get organized and send a crystal-clear call sheet
2. Buy lunch for the full crew the day of the shoot
3. Tag the photographer anytime you show their photos

2. Shoot multiple projects in one day



As you build your pipeline, think about projects that will wrap around the same time.

This enables you to batch photography and shoot two smaller projects in one day.

This works best when projects are less than thirty minutes apart.

Full-home shoots often take a full day.

Go Pro: Instant Headshot Upgrade

1. Plan ahead and have hair/makeup done prior to the shoot, if applicable
2. Wear solids and avoid prints/patterns
3. Have the photographer take photos of you in each of the homes you're photographing



3. Film video on site

Whether you hire a professional videographer, use a video intern, or ask someone on your team to film, make sure to get video footage of the shoot.

All that behind-the-scenes action makes for great content. Plus it's awesome watching a designer talk about the space they designed in the actual space.



Go Pro: Video Checklist

1. Extra batteries
2. Quality microphone
3. Additional lighting
4. Laptop and charger
5. Pre-written scripts and cue cards

4. Incorporate fresh flowers



Think through the color scheme and feel of the photo shoot. Work with a local florist to come up with arrangements that will complement the space. Alternately, you can pick up your own flowers and fresh produce at your local grocery store.

Pull up images from your favorite designs to emulate.

Go Pro: Go-To Flower Picks

1. Calla Lily
2. Hydrangeas
3. Roses
4. Greenery
5. Lemon Leaves
6. Succulents



5. Purchase and tag accessories

I prefer to include accessories right from the beginning of the project, but often need a few additions.

Create branded tags and add to all accessories.

Make a spreadsheet of accessories and pricing. Leave with the client after the shoot and tell them to check off which items they want to purchase.



Go Pro: Accessories Checklist

1. Coffee-table books
2. Freshly pressed table linens
3. Candles
4. Decorative boxes