

GO PRO:

Portfolio

CHECKLIST



HOUSE OF FUNK

1. Hire the *best* photographer you can afford

Even when you can't afford it!

Trust me, it's worth the investment.

Ask local business owners 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 early and send a crystal-clear call sheet.

2. Buy lunch for the full crew the day of the shoot.

3. Tag them anytime you post their photos on social.

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 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. Black is always a safe bet.
3. Have the photographer take photos of you in each of the homes you're photographing. Voila, new headshots!



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 centerpieces that will complement the space. Alternately, you can pick up your own flowers and fresh produce at your local grocery store.

Go for varying heights and different styles of vases to add texture and interest to the rooms being photographed.

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*

If you didn't propose accessories at the very beginning of the project, shop a few the week prior to your shoot.

Create branded business 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. Fold unsold accessories into your boutique inventory.



Go Pro: Accessories Checklist



1. Throw pillows
2. Coffee-table books
3. Faux plants
4. Freshly pressed linens
5. Candles
6. Decorative boxes and vases