

PHOTOSHOOTS



The value of Photography in Marketing
More is More



16 SHOT LIST IDEAS

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Photography is our life blood.

The baby at the end of an often long and arduous pregnancy!

Capturing the work you have achieved in a client's home is the essence of the transformation that prospective clients need to see to know you are GOOD. Share with them why they should hire you – not just in words! The proof is in the pudding – so don't skimp and plan accordingly.

Even small projects should have elements that are valuable to capture!

(We even include this in our contract and 99% of client's are completely aware that our portfolio is what helped get them on the phone with us.

Fresh content and new work should always be something you are keeping in mind!)

And not only this but they help flesh out your portfolio AND specific images can be captured to then be used in a "resource" library to pull from for future clients.

This is how we do under cabinet lighting...

This is a great example of a kitchen with two countertop surfaces etc.

We make our own catalog---so much easier to do once than to have to find pictures to illustrate concepts.



DO YOU NEED THE BEST OF THE BEST?

About Photographers

I think many assume you need to hire the best photographer—as a business owner I say not so fast—is it necessary for every job? No it is not. It is FAR more important to me for us to shoot more of our work, detail shots, and have content for a myriad of uses than to simply shoot the best of the best. If I were trying to be a super star, perhaps. But my goal is to run a successful business, be happy and be compensated well.

So entertain the idea of using a photographer that might not be the super high dollar photographer to the stars but more reasonable in cost. Look for a talented person who is not top of the heap. We pay way less than most but I have maximized our photos and leveraged them for all sorts of uses.

Professional photos of your work are fodder for the best advertising money can buy. I am not saying a good photographer is not worth it—but if it keeps you from doing it then go to a mid tier one! And photos illustrating your skills and expertise are invaluable sales tools.

My goal is to get people to take more photos to use with their marketing and to help sell their clients. It makes a difference! The following are ideas we use on shoots with our photographer—none of these shoots were expensive and serve the purpose we need.

What to ask a new photographer

- How is your fee set up? Is it hourly or by the half day or by how many shots? (I think hourly is best)
- How many shots will you take? (you want a lot of shots trust me)
- Do you have your own lighting? Do you use a computer to see the shots? (this is less likely with less expensive photographers and is not necessary for this type of work—we do have it but he shoots a ton)
- Will you edit and give to me in web folder and high res folder? (this is a nice time savings)
- What usage do you allow? And if we have editorial who wants to use what do you charge? (know this up front and negotiate the hell out of it)
- Be specific on usage--asking about social media, using in testimonials, on your site, as scouting shots etc.
- Try hard to negotiate ownership or limited ownership. Not easy but worth it to me.

Now what?

Besides the obvious money shots—
what types of shots do
you need to get?

Overview Shots



Try to get in parts of other spaces but just a hint is good for a main overview

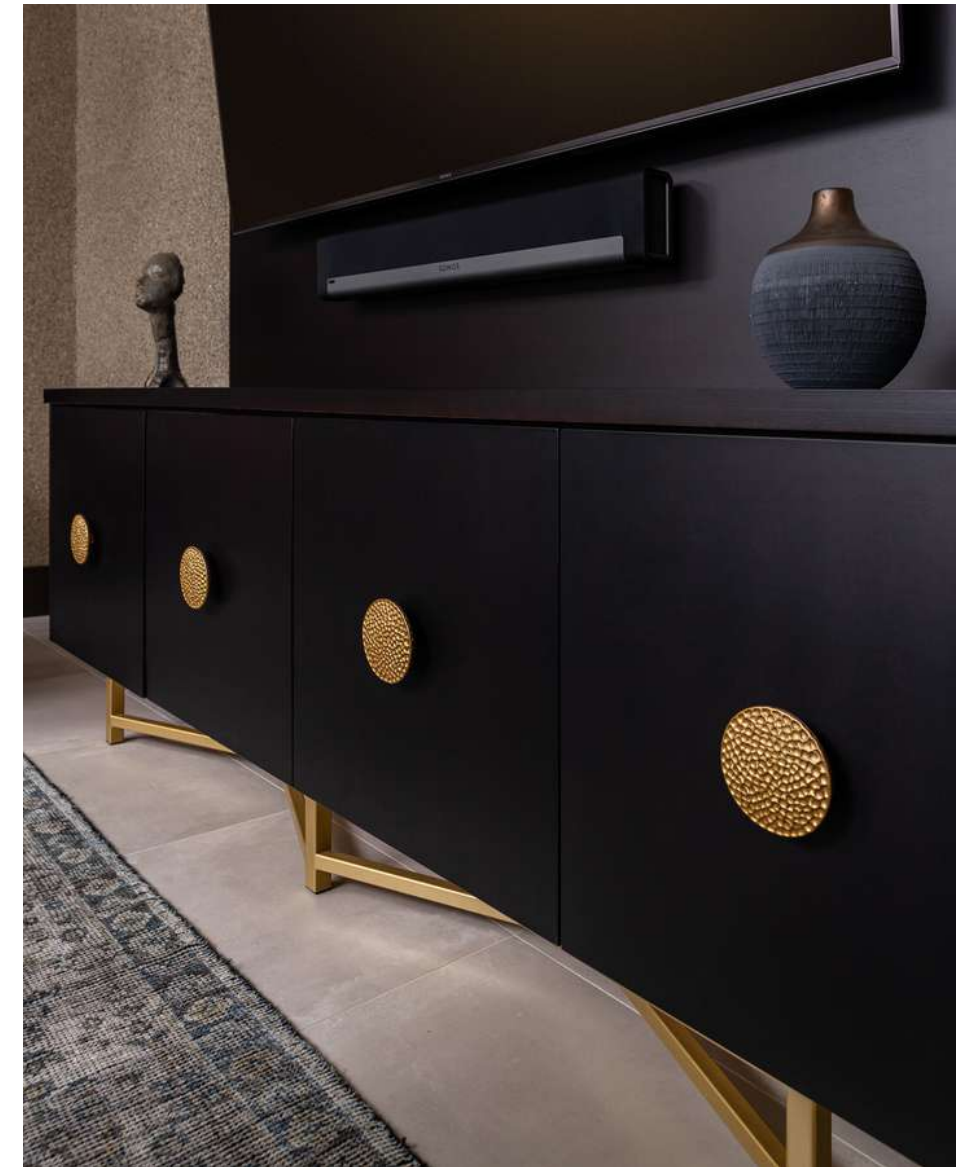
Overview shots are obvious. But still have to mention!





We sell these bar stools and ottoman. We want good shots of them..not for our portfolio necessarily but for our design decks and to have in our “catalog” we do in house. And we would photo shop out the glare of the lights on in this shot—but this is for internal use for clients not to publish.

Detail Shots



Do you sell the products?

Detail shots to show what you sell—if you sell product- this goes along with getting mfr shots for tie ins but doesn't always have to be an awesome photo as these are used internally

Custom furnishings you design

Detail Shots

Detail shots to show off a manufacturer product if you want to create brand relationships—more on this later



We can show here the Atlas hardware pulls. Clients like to see things up close and to scale of a cabinet.

Manufacturer shots



Great shot of a brizo faucet and Native Trails sink.



TIP: Kitchen and Bath mfrs tend to be the most collaborative.

Detail Shots

Make your own catalog!

And in many cases our shots are better than the mfrs—but when we use our shots for our design decks for the client (more on this later too but it is shots to illustrate concepts we want to use) they are almost always better than theirs!



We routinely are going to shoot things like this. It is why people hire us—details.



Crown Details to help you illustrate this to a client and specialty hardware below.



Detail shots of products you specify that are not furnishings but show the level of detail you approach a project and what the product looks like in a real setting

Telling the Story

BEFORE
SHOTS ARE
CRITICAL TO
EXPLAINING
YOUR VALUE!

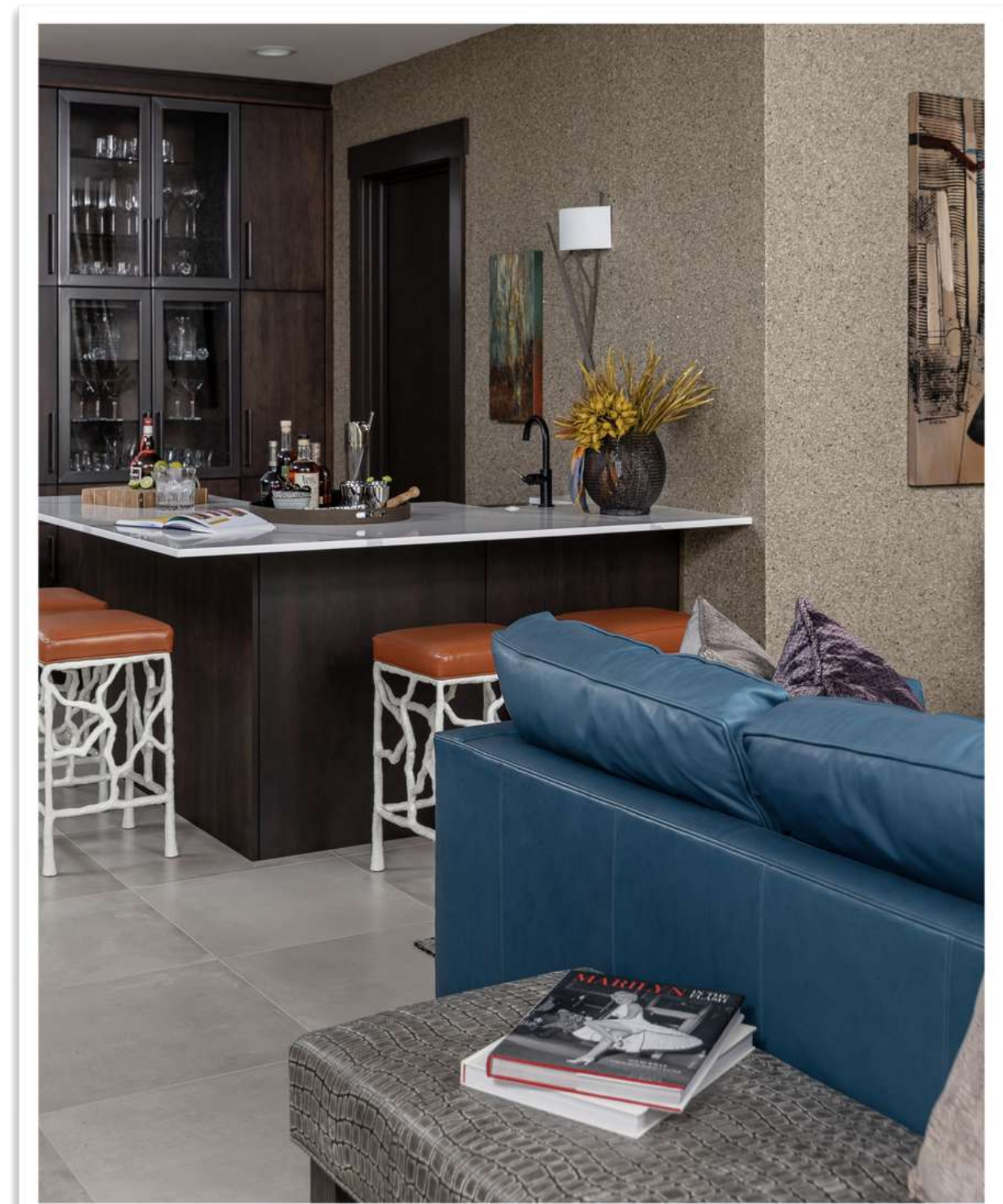
Specific shots to tell a story

Shots you can show a transformation that you did—taking out a wall, moving something etc

Before



The before shot. Not the best, Liz and I have had words about her photo skills! But you see down the hall and we can explain to a potential client how we managed to take out this silly entertainment center and the small closet for pantry—it is only 18 in deep as there is a hall on other side that goes nowhere!



The entertainment center, shallow pantry and hall to nowhere taken out and opened up for the bar area the client desired.

Showing Relationships

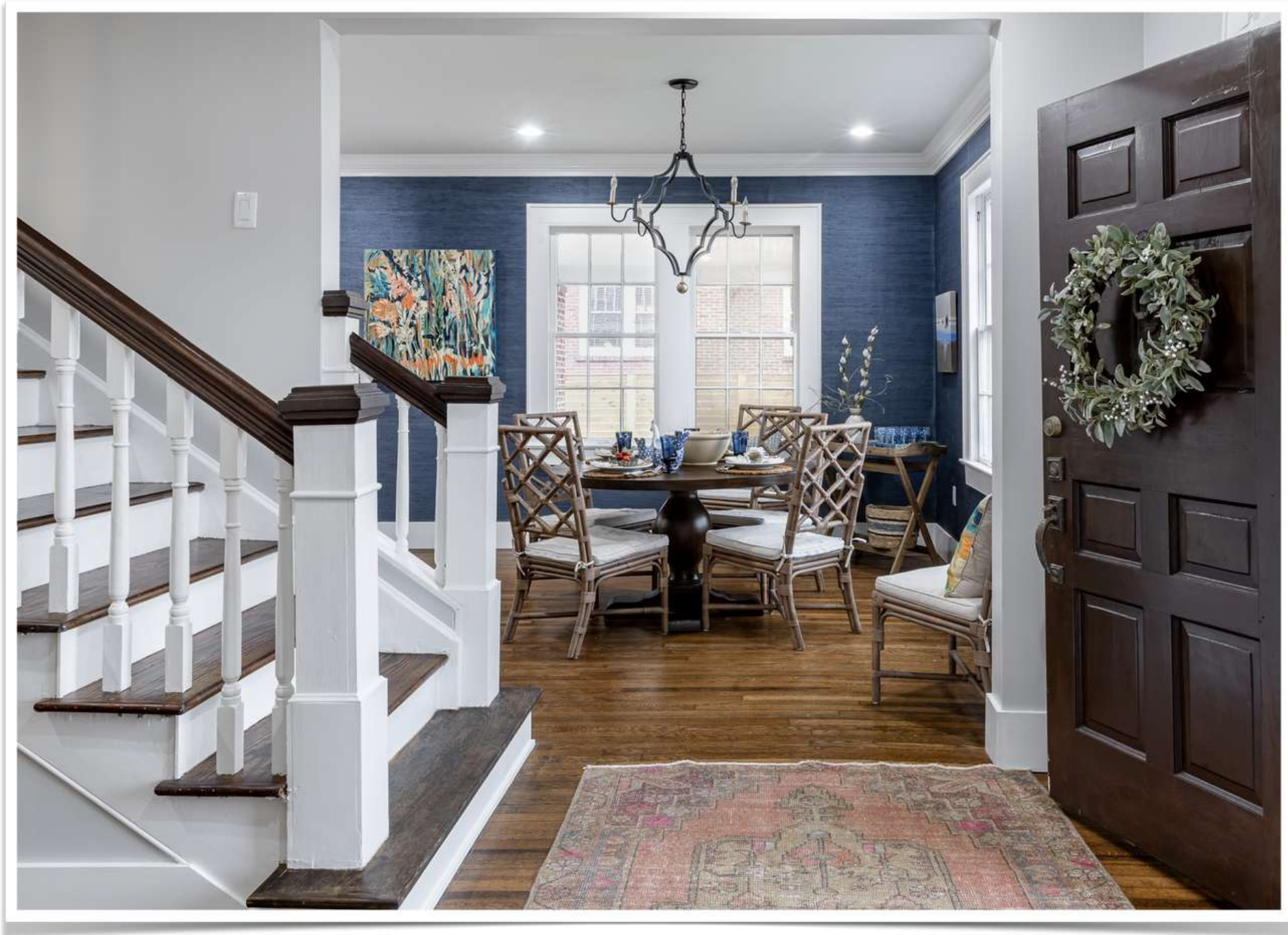
Shots to show to show relationships of other spaces... not always a money shot but they help tell the story. Very important!

This peek a boo shot into the dining has been very well liked—it shows how we moved the dining to this smaller intimate space but still close to expanded kitchen. These types of “stories” are essential to talk about.

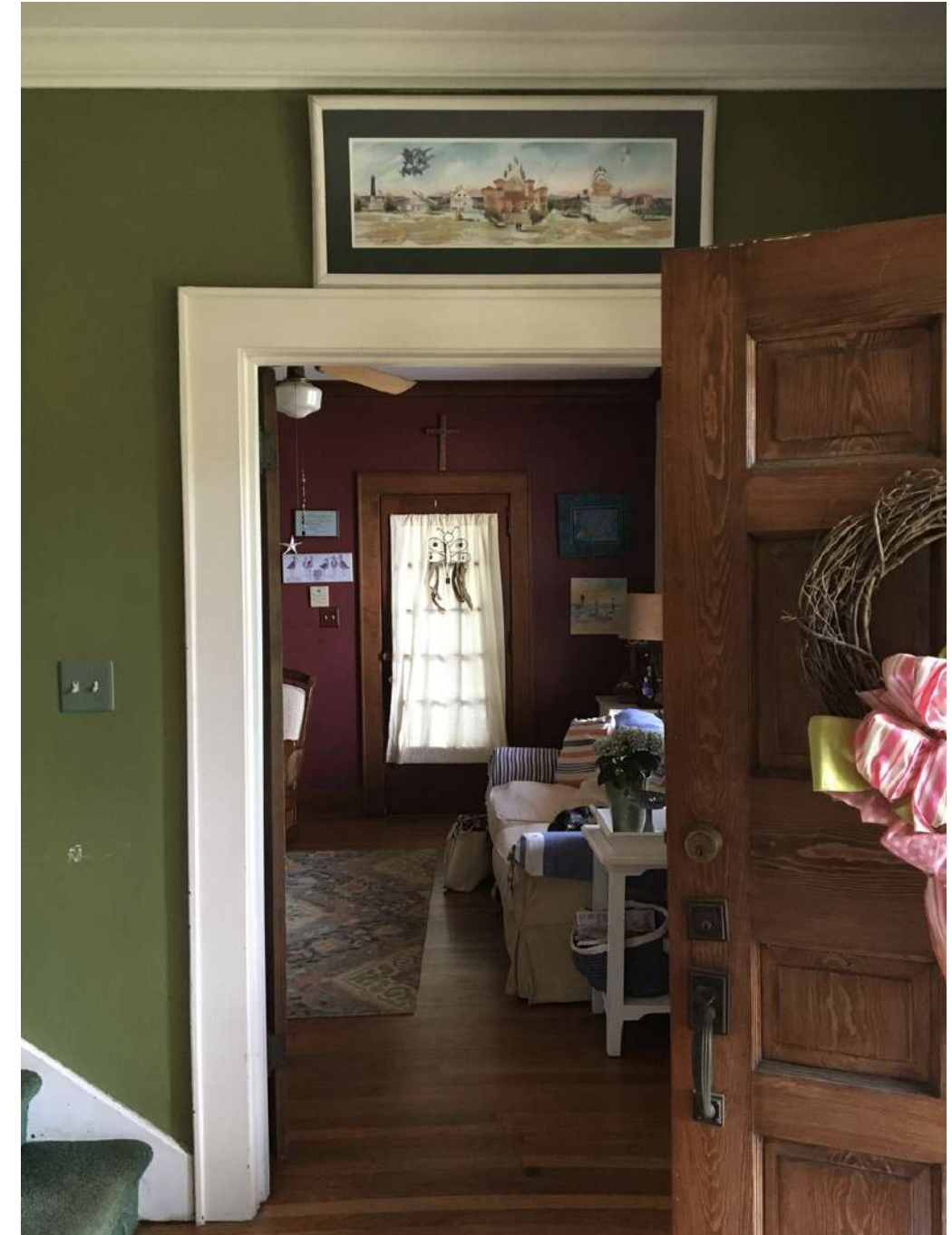


This bathroom shows the shower but also the view to the tub as well





Before and After



Before and After shots- This shot shows the area we opened up by the railing and the open breakfast area—this is so important to show the relationship to the rest of the house and illustrate what we did here. Showing the relationship is key but also the before and after.

Same front door. Same window space but we took an old one and added it to the left of it. It was a door. We will photo shop lights out as this was an end of day shot. But can see the stairs and how this was cut back. So this photo and the before pix are huge for us to SELL our skills and fees. This is so dang important!

Lifestyle Shots

Shots that are “lifestyle” either with you in it or your team or a nicely arranged shot you can use for a cover of something you publish-



Illustrating Concepts

Get shots of specific ideas you want to show a client to illustrate why you want to use it or do it in their space too. If we want to use these in a project, we include them in the design deck we will eventually show the client for approvals. More info for the catalog!



A nice shot but also shows the long niche and the bench and hand shower location



Showing a painted ceiling



Here we are showing a solid slab of material for the curb, we do this a lot and people need to see it—and showing the fun drain pattern.



Showing a plug mold inset and painted in end of island

Crown Details to help you illustrate this to a client and specialty hardware below.

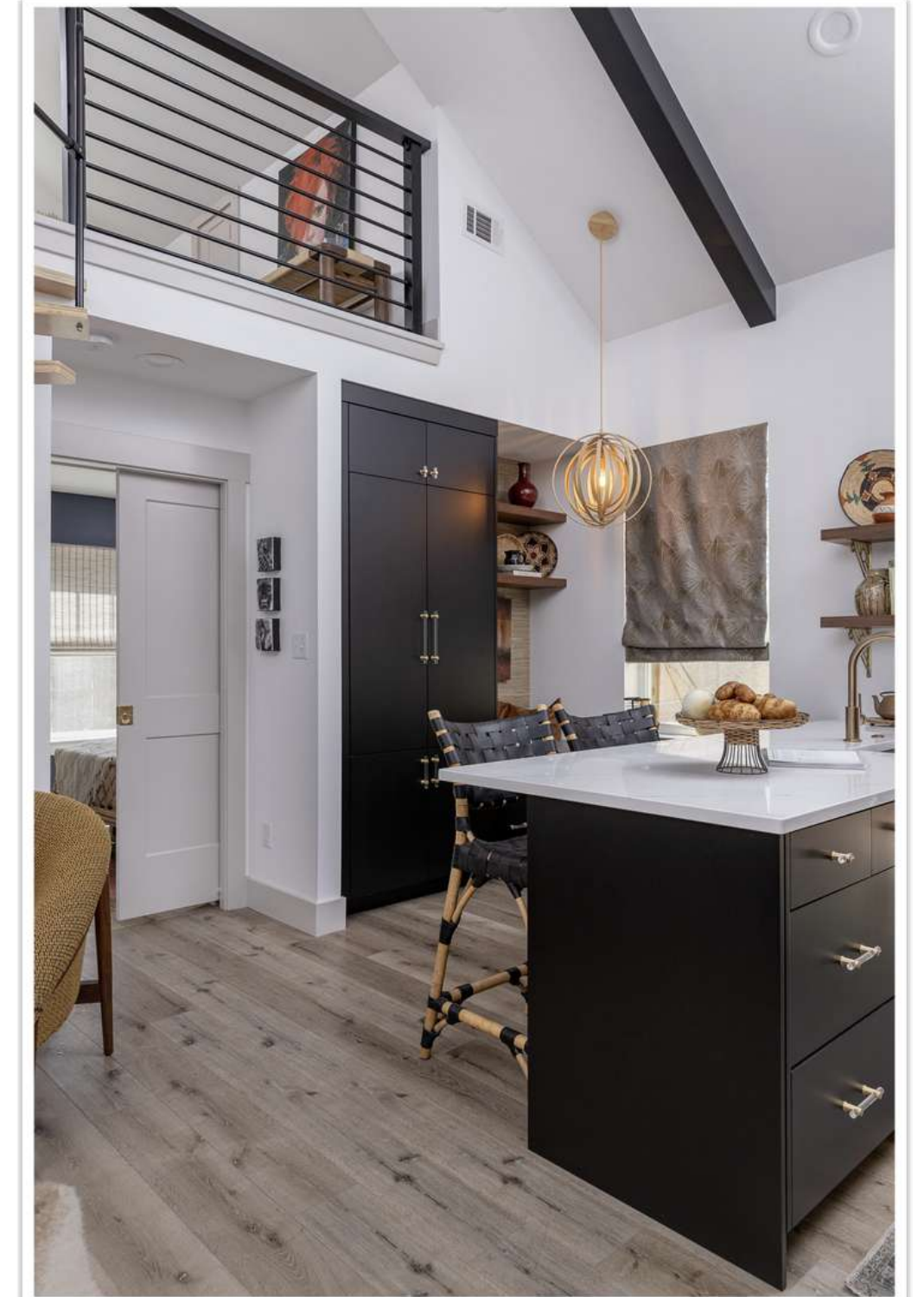
Shot Angles

Get angled shots as well as straight on shots.

Straight on



Straight on



I love straight on shots but often it is not the best shot. Here we opened the door a little to show again, that relationship to the living and angled the shot to show more

Interior Shots

Shots that show interiors of cabinets or furniture—important for clients to see and some times good for portfolio too—if you are writing a story to go along with it to illustrate why is important



Close up Shots

More detail shots that illustrate a specific look or style

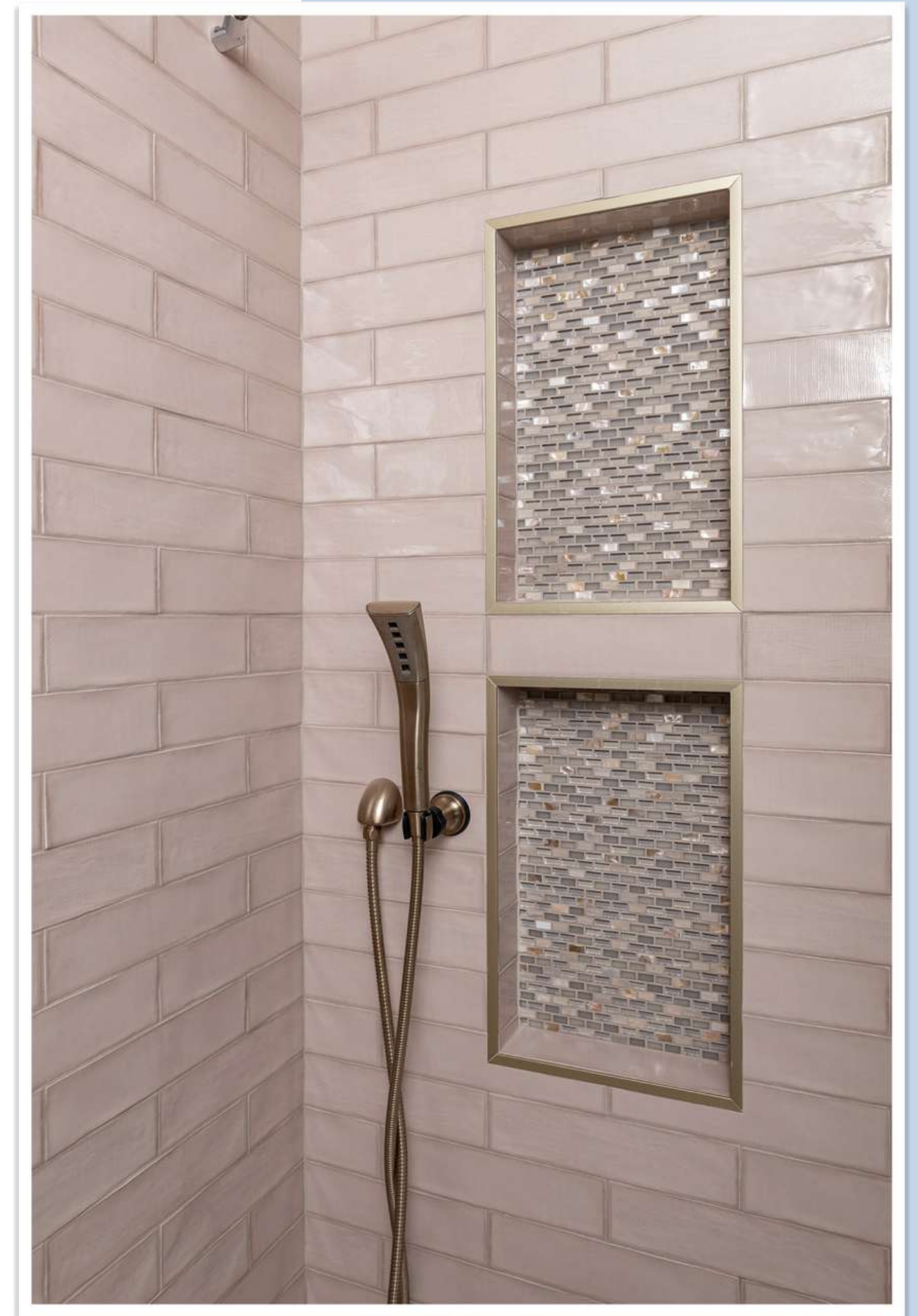
We love this tile and use the style a lot so a good shot of it goes into our "catalog"!



This shows a cool vignette plus the tile plus styling!



Showing elements such as the wall covering, the bed frame, the mohair on the bed and the pillow makes a visual statement about our style



Lighting

Some shots can be lit—no matter what anyone says. In this case I want to see the light coming out of both top and bottom—so we do both.

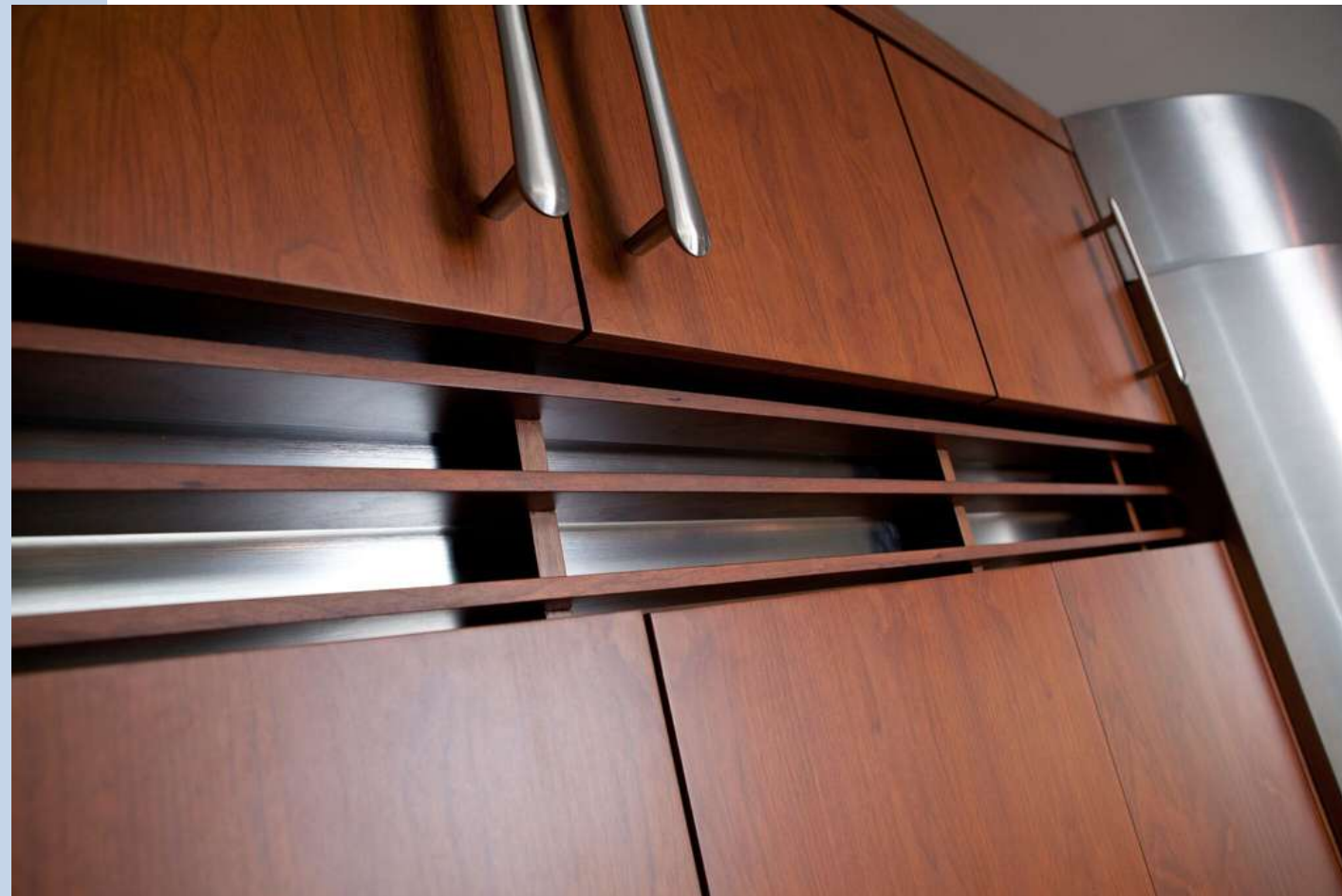


Dramatic Shots

Dramatic shots can be used for many things--covers of your client introductions or other publications you may do.



Dramatic shots are great for content and to make a statement as a cover shot.



These "fins" are a one of a kind design idea of mine. I will use the photo in many ways and not just for client examples!



Vignette Shots

These can be done in your own home if you need additional photography.



A boys room taken with a cool angle and a nice vignette

Capturing multiple layers of texture is interesting



Exterior Shots

Even if you did not design it, you never know when need it and views are always great! But HGTV required an exterior of a house they selected for the Designer of the Year thing---and I had it!



Personality Shots

Get pix of you and your team on photoshoot day. We are too sweaty but we try. (this is at the shop)



And when you work with clients who own a farm---you take pix of the animals too!



Personality and culture of your firm is important to convey.

Reminders



- Put it into your contract you will be shooting the project
- Get great before shots with no one in them
- Get overviews but in several locations so can match up final pro shots with the before
- Plan the types of shots you want.
- Give your photographer a shot list just like creative directors do at magazines.
- It is worth the time spent—but if you do not have the funds for the top of the line photographer—find the next best thing. But get the shots!!

