Brand photo shot list and brief

One half-day shoot in January covers your website, ads, Google profile and social for all of 2027. This is the list to hand the photographer.

> **Why January.** February ads, a March website refresh and a year of social posts all need photos, and stock photos of smiling strangers cost you trust. One organised shoot covers the lot: a wide hero with room for a headline, team headshots, a photo per service page, square and vertical crops for ads and Instagram, exterior and interior for Google, and candid working frames for a year of posts.

Briefing a photographer

Option	What you get	Rule-of-thumb cost (AU, 2026)
Half day (3 to 4 hours)	One location, the full page 2 list at a brisk pace, 40 to 80 edited images. Right for most trades, clinics and shops.	Roughly $800 to $2,000 + GST. Varies a lot by city and experience.
Full day (7 to 8 hours)	Two or three locations (office, a job site, a customer's home), more candid variety, 100 to 150 edited images. Right if you have vehicles, crews and sites.	Roughly $1,500 to $4,000 + GST. Ask what the day rate includes.

A wide range, not a quote. Ask three local photographers to price this exact brief so you compare like with like, and confirm in writing that you own full commercial usage of the finals with no time limit.

What to send them

- Page 2 (the shot list) and page 3 (the filled brief) of this PDF.
- Three or four links to photos you like the look of, your logo and brand colours, and a run sheet: who is available when, and where to park.

Prep checklist (the week before)

- [ ] **Uniforms clean and matching**
  Same shirt for team shots. No big logos from other brands.
- [ ] **Vehicles washed, signage straight**
  Park where the light is good and the background is tidy, not by the bins.
- [ ] **Workspace tidy, not sterile**
  Clear clutter, keep the tools of the trade. Hide cables, cups, old calendars.
- [ ] **Consent forms and model releases signed**
  Every staff member and any customer who appears. Use the photographer's standard release; file copies with the photos.
- [ ] **Customers lined up, or staged**
  Two or three regulars who agree, or staff and family standing in. Say which in the brief.
- [ ] **Products and props ready**
  Best examples of what you make or sell, cleaned and in stock.

The shot list

Tick as you go. "Both" means ask for landscape and portrait of that shot. L = landscape, P = portrait, Sq = square.

#	Shot	Orient.	Where it'll be used	Done
Hero				
1	Owner alone at work, looking at camera	Both	Home banner, About, ads	☐
2	Whole team, wide, clear space one side for text	L wide	Website banner, Google cover	☐
3	Owner mid-task, not looking at camera	Both	Service pages, Meta ads	☐
4	Team walking toward camera, outside	L	Homepage, recruitment	☐
Team				
5	Headshot of each person, same background	P	Team page, email, LinkedIn	☐
6	Each person doing their actual job, candid	Both	Team page, social, ads	☐
7	Two people talking through a problem	L	About page, careers	☐
8	Owner on phone or at desk with a job file	L	Contact page	☐
Work				
9	Hands doing the skilled part, close	Both	Service pages, social	☐
10	Process in three steps: start, middle, done	L	"How it works" sections	☐
11	Before and after of one job, same angle	Both	Gallery, ads, Google posts	☐
12	Tools and equipment, laid out or in use	Both	Service pages, backgrounds	☐
13	Vehicle with signage, three-quarter angle	L	Homepage, Google, ads	☐
14	Staff loading or getting out of vehicle	Both	Service areas page, social	☐
15	Safety or quality moment: PPE, checking work	L	About page, tenders	☐
Customers (signed consent, or staged with staff and family)				
16	Customer greeted or handed the finished job	Both	Homepage, testimonials	☐
17	Customer using the result (deck, office, back)	L	Service pages, ads	☐
18	Explaining a quote, over the shoulder	L	Pricing page, Meta ads	☐
Place				
19	Exterior with signage, straight on, daylight	L	Google profile, Contact	☐
20	Exterior from street: parking, entrance	L	Google, "find us"	☐
21	Reception or counter, empty and tidy	Both	Google, Contact page	☐
22	Main work area or treatment room, wide	L	Google, service pages	☐
23	Licences, awards, signage on wall, close	Both	About page, trust blocks	☐
Details				
24	Three to five hero products, plain background	Sq	Shop, social, ads	☐
25	Textures: timber, tile, fabric, foliage	Both	Website backgrounds	☐
26	Branded items: badge, card, van door logo	Sq	Social, email headers	☐
Social-specific				
27	Owner talking to camera, chest up, headroom	P 9:16	Reels, Stories	☐
28	Five day-in-the-life candids: arrive to pack up	P 9:16	Stories, Reels	☐
29	Square crops of shots 1, 9, 13 and 19	Sq 1:1	Instagram grid, Meta ads	☐
30	Three frames of empty space for text overlay	Both	Quote graphics, ad backgrounds	☐

The brief (fill in and send)

BUSINESS NAME AND WEBSITE

SHOOT DATE AND START TIME

LOCATION 1 (ADDRESS, PARKING)

LOCATION 2 (IF ANY)

ON-THE-DAY CONTACT (NAME, MOBILE)

WHO APPROVES THE FINAL SELECTION

MUST-HAVE SHOTS (NUMBERS FROM PAGE 2, PLUS ANYTHING SPECIFIC TO YOU)

PEOPLE PRESENT (NAMES, ROLES, WHAT TIME EACH IS AVAILABLE)

CUSTOMERS APPEARING (NAMES, CONSENT SIGNED Y/N) OR "STAGED WITH STAFF"

Deliverables

Item	Our request	Agreed
Edited images	Number: ___ (half day 40 to 80, full day 100 to 150)	
Formats	Full-size JPG plus web-size JPG (2000px wide, under 300 KB).	
Crops	Key shots (1, 3, 9, 13) in landscape, portrait and square.	
Turnaround	Proof gallery within ___ days, finals within ___ days of selection.	
Licence and delivery	Full commercial use (web, Google, social, print, paid ads), no time limit, confirmed in writing. Download link live 30 days.	

LANDSCAPE AND PORTRAIT OF EVERY KEY SHOT

A website banner needs wide, an Instagram Story needs tall. Ask for each hero and work shot both ways on the day; cropping later loses heads and feet.

Shoot booked? Let's put the photos to work.

A website build is $4,400 + GST, 10% off if confirmed by 28 February. Bring the gallery link to your January call.

tidycal.com/ming/lets-jogo