

## 9 Tips for Getting Photos That Sell For Small Businesses

*Great photos are the photographer's job right? Definitely. However, AWESOME photos can happen when clients understand what goes into great photography and contribute as well. Here are a few things you can do that will help us capture your project in the best way possible. Feel free to call or text me (Amy) any time with questions. (405-535-8447)*

- 1) **Help us fully understand what it is you want.** Be as descriptive and communicative as possible. Never assume we will be on the same page. Too much information is better than too little.
- 2) **Find sample images** that capture your vision as closely as possible.
- 3) **Brainstorm** by sketching rough drafts of more complex ideas or concepts. As creatives and artists, we can help you with this.
- 4) **Be excessively detail-focused.** The more we understand what you want, the better we are able to work up an accurate quote, prepare for the shot(s) requested, and meet all your hopes and expectations.
- 5) On the other hand, **let us work our magic.** Avoid micromanaging. We strive for and encourage mutual respect. You work hard for your business, and you know what you want. We know our art and our gear. Communicate, but give us enough space to bring your vision to life.
- 6) **Pay attention to the legal stuff.** Let's hash out the details together, and make sure we have crossed all our "t's" and dotted all our "i's". We don't want misunderstandings to get in the way of a successful end result.
- 7) **Understand that the photo packages listed are rough quotes** based on average projects. We will need to meet and discuss the shoot with all its requirements, before we can give you an accurate quote.
- 8) **Be patient. Great photographs take time** – in all the prep work, set up, shooting, break down, editing and delivering. Don't expect to have great photos in one day. Make sure to ask for a time estimate along with your price quote.
- 9) **Plan to be on site.** In order to make sure you get the images you want, and avoid a reshoot, you will need to sign off on the photographs on site. Being on site will ensure that you can approve or disapprove of the photos as they are shot. Make your expectations clear.