



## ✓ Photo Shoot Checklist For Spas and Salons ✓

### 1. Preparation Before the Shoot

- ☐ **Clean and Organize:** Ensure all areas being photographed are spotless and clutter-free.
- ☐ **Lighting Check:** Set up soft, natural lighting if possible; avoid harsh shadows or artificial lighting.
- ☐ **Props and Details:** Arrange towels, products, or other items neatly for a polished look.
- ☐ **Test Shots:** Take a few practice shots to check lighting, angles, and framing.

### 2. Essential Shots to Capture

- ☐ **Exterior Photos:**
  - ☐ **Front Entrance:** Capture clear shots of your spa or salon's exterior and signage.
  - ☐ **Street View:** Show the surroundings for easy recognition by new clients.
- ☐ **Interior Photos:**
  - ☐ **Reception Area:** Include warm, welcoming shots of your reception or waiting area.
  - ☐ **Treatment Rooms:** Capture rooms set up for massages, facials, or other services.
  - ☐ **Hair Styling Stations:** Show your styling stations with tools neatly organized.
  - ☐ **Nail Stations:** Photograph manicure and pedicure areas.
- ☐ **Service Shots:**
  - ☐ **In-Session Photos:** Show a massage, haircut, or facial in progress (with consent from the client).
  - ☐ **Product Use:** Highlight products used during treatments or styling, showcasing their application.
- ☐ **Team Photos:**

- ☐ **Individual Headshots:** Take professional, friendly headshots of each team member.
- ☐ **Team Photo:** Capture a group photo of your staff in the spa or salon.
- ☐ **Before and After Photos:**
  - ☐ **Transformation Shots:** Get before-and-after shots of a client's service (haircut, styling, facial, etc.), ensuring privacy and consent.
- ☐ **Product Showcases:**
  - ☐ **Display Products:** Photograph any featured or retail products in an aesthetically pleasing arrangement.

### 3. Technical Considerations

- ☐ **Resolution:** Ensure photos are at least 720 x 720 pixels for optimal quality.
- ☐ **Orientation:** Use both landscape and portrait shots to provide flexibility for different platforms.
- ☐ **Angle Variety:** Capture a range of wide-angle, close-up, and detailed shots.

### 4. Post-Shoot Essentials

- ☐ **Edit Lightly:** Brighten and adjust contrast if necessary, but keep images natural.
- ☐ **Rename Files:** Use descriptive file names for each image (e.g., "relaxation-room.jpg").