



FREE SHOT LISTS · NO EMAIL REQUIRED

Shot lists & the questions to ask first.

Three working shot lists, plus the pre-shoot questions that prevent almost every bad surprise. Nearly every job that goes wrong goes wrong before the camera comes out.

1. **What is this actually for?** Where will these images live? The answer changes the whole shoot and the price.
2. **Who is the decision maker**, and will they be there on the day?
3. **What are the three shots** that, if I do not get them, this was a failure?
4. **Who else has photographed this for you**, and what did you not like about it?
5. **What time does light hit the space**, and what time do we lose it?
6. **Is there anyone here who should not be photographed?**
7. **Who do I call when I arrive**, and where do I park?
8. **Is there a hard stop**, and what is on either side of it?
9. **Do you need vertical versions?**
10. **When do you need these delivered**, and what is the actual deadline behind that date?

Small business or brand shoot

- ☐ Exterior, wide, showing the entrance
- ☐ Exterior detail: sign, door, window
- ☐ Interior wide from the entrance, empty and tidy
- ☐ Interior wide with people working
- ☐ Owner portrait, looking at camera, environmental
- ☐ Owner portrait, working, not looking at camera
- ☐ Team together
- ☐ Hands on the craft, three variations
- ☐ The product or service, hero angle
- ☐ The product, three supporting angles
- ☐ Customer interaction, with permission
- ☐ Texture and detail: tools, materials, surfaces
- ☐ Vertical versions of the six strongest frames
- ☐ One frame with deliberate empty space for text overlay

Event coverage

- ☐ The empty room before doors, two angles
- ☐ Signage, branding, printed material — the details someone spent money on
- ☐ Arrivals and the first ten minutes of energy
- ☐ Wide establishing shot of the full room once it fills
- ☐ Every speaker at the podium, one clean frame each, plus one gesturing
- ☐ The audience listening, including a laughing reaction
- ☐ Any handshake, award, cheque or ribbon: the ritual moment, shot twice
- ☐ Candid of small groups talking, from a distance, not staged
- ☐ Food, drink, the room's atmosphere
- ☐ Organisers and hosts, named, before they get tired
- ☐ The last shot of the night as it empties

Sport

- ☐ Arrival, bus, walk-in, the tunnel
- ☐ Warm-up, which is where the clean isolated athlete portraits live
- ☐ Wide establishing shot with the venue and crowd
- ☐ Peak action, close, filling the frame, ball or implement visible
- ☐ Faces mid-effort, tight
- ☐ The bench and the coach reacting
- ☐ Crowd and supporters
- ☐ A goal, point or scoring reaction, and the pile-on after
- ☐ Final whistle: winners, and the losing side, shot with restraint
- ☐ Handshakes and the walk off

THE TWO HABITS THAT SAVE JOBS

Back up before you leave the building. Two cards, or card plus a drive, before the car. Every photographer who has lost a card has a story about the drive home.

Send one image within 24 hours. One good frame before the full gallery buys enormous patience on the delivery timeline.