



## HOW TO MAKE YOUR SHOOT RUN SMOOTHER BY LORA WAGENER

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### Creating a shot list:

This may seem like an extra step in planning a brand shoot but trust me when I say out of experience, it's CRUCIAL! Instead, think of your shot list as the first step. Not only will your shot list keep you, the brand owner, sane the day of but it will also help you in the planning process. It will help you plan props, what times the models are needed when to plan lunch, what time makeup and hair should happen and more! Plus, the day of your photoshoot can be a bit chaotic and having a shot-by-shot, minute-by-minute schedule will be a lifesaver once you get on location. I created a template to use PLUS included an example of a shot list I've used on a brand shoot before.

This was created in hopes you use it as a guide but feel free to tweak it to match your own content needs and use it for any kind of photoshoot. These shot lists have helped me, as a photographer & videographer, tremendously on my brand shoots so I hope they help you as well.

Don't forget to fill out the next few pages and then send them to your photographer, makeup & hair artist, and model(s) to ensure your next brand shoot runs smoothly. I also like to screen shot them & save them on my phone for easy viewing the day of.



# Brand Shot List:

Brand & IG Handle:

Contact Info:

Photoshoot Date & Time:

Location of Shoot:

Photographer & IG Handle:

Photographer Start time &

Contact Info:

Model(s), IG Handle(s) & Time:

What model(s) bring/wear:

Moodboard Link:

Makeup & Hair Artist, Start  
time, & IG Handle:

Props:

Model #1 & Schedule Time:

[Empty rectangular box for model and schedule time entry]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time range entry]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time range entry]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time range entry]



Model #2 & Schedule Time:

[Empty rectangular box for Model #2 & Schedule Time]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time slot 1]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time slot 2]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time slot 3]



Model #3 & Schedule Time:

[Empty rectangular box for Model #3 & Schedule Time]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time slot 1]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time slot 2]

From \_\_\_ : \_\_\_ until \_\_\_ : \_\_\_

[Empty rectangular box for time slot 3]





# Example Shot List :

Flatlays 8:30am - 10:00am

- Soapbars close together
- Soap Bars with props (coconut, hawaiian sandalwood, charcol)
- Toothbrush boxes
- Products posed on shower shelves

Model #1 & Schedule Time: 10:00am - 12:30pm

Lisa @thereallisa

10:00am - 10:30am - Kitchen

- Sink shots with solid dish soap/scrubber/brush/loofah brush

10:30am - 11:45am - Bathroom

- Photo of her smiling and looking up, with random hands bringing in different products (see Pinterest moodboard)
- Shower shots (washing hair, shampoo & conditioner bars)
- Dry shampoo shots (two types of ways to use)

11:45am - 12:30pm - Bedroom

- Self-care day type of shots (see Pinterest moodboard)
- Lazy sunday type of shots (with product near) - laying in bed
- Sitting in bed, reading a book type of shots (putting product on, making funny faces, etc)
- Lotion bar shots, bare arms and legs on bed w/ linens

Lunch: 12:30pm - 1:00pm (will be provided for everyone)



# Example Shot List :

Model #1 AND #2: 1:00pm - 2:30pm

1:00pm - 1:45pm - shots around the house holding different products, near the fireplace, dining table, bedrooms, master bathroom

1:45pm - 2:30pm - move outside: shots with front door, outdoor seating area, could do the pool area, shots with the box/packaging on front steps

Model #2 & Schedule Time: 1:00pm - 4:30pm

Jasmine @therealjasmine

2:30pm - 3:30pm

- Product and skincare shots of Jasmine with dry hair
- Up close application of Serum (see Pinterest Moodboard)

3:30am - 4:30pm - Bathroom

- Bathtub and shower shots
- Photos of lotion bar after tub/shower in towel
  - taken out of tin, used
- Shampoo & Conditioner bar in use

4:30am - 5:00pm

- Any other shots, flaylays, etc.