

The Honest Consumer's

FINDING A PHOTOGRAPHER THAT CAN CAPTURE YOUR BRAND

WHO IS YOUR IDEAL CUSTOMER? CONSIDER GENDER, AGE, STYLE, BUDGET, ETC. YOU'RE GOING TO WANT TO TARGET THE LIFESTYLE OF YOUR PICTURE TO IDENTIFY WITH THESE PEOPLE

CHOOSE THREE ADJECTIVES THAT DESCRIBE YOUR BRAND VISION?

For example bohemian, bold, minimalist, etc. you'll want to discuss these with your photographer so when they style the shoot they consider your brand vision

WHERE WOULD YOU FIND YOUR IDEAL CUSTOMER? AT A FARMERS MARKET? BIG CITY? AT HOME?

Consider these as possible locations for lifestyle photographs

SEARCH INSTAGRAM, YOUR LOCAL NETWORK, OR GOOGLE TO IDENTIFY 3 PHOTOGRAPHERS YOU FEEL COULD CARRY OUT YOUR VISION. WRITE THEIR WEBSITES & E-MAIL HERE TO REACH OUT