

Before They Buy From You

Show buyers what they need to see.

Find the questions your photos and videos leave open. Choose the first gap to fill.



01

Find the question left open.

Open the page for one offer on your phone.

Read its words and look at its photos and videos. For each question below, mark **clear**, **unclear**, or **missing**.

What will I get?

Can I see the product, finished work, or what the service includes?

Will it fit my needs?

Can I see the size, use, or kind of work this offer supports?

Who will I work with?

Can I see the people and work behind the business?

What happens next?

Can I see a step in the process and find out how to begin?

Your first result: circle one unclear or missing answer that comes up in buyer questions. Start there. If all are clear, check that the work and offer are still current.

PHOTO & VIDEO CONTENT

Make room for the product.



PRODUCT PHOTOGRAPHY

The shape, finish, and stamped name are part of the picture. For your product, choose the details you want a buyer to notice.

02

Show what comes with it.

A close view can answer a question that a wide photo leaves open.

IF YOU SELL A PRODUCT

Show what comes in the box. Include the parts a buyer needs to compare, such as finish, size, or what fits inside.

IF YOU SELL A SERVICE

Show the finished work or a sample of what a client receives. Pair it with copy that names what is included.

Make the request specific.

For a bag, show the open interior with the items it holds. For a design service, show the finished space and name the work included.

The detail buyers ask about most

Keep the view true to the offer. If a prop or extra is not included, make that clear in the copy.

PHOTO & VIDEO CONTENT

Show the detail. Show the action.



DETAIL + PROCESS

A close view shows texture and color. A process image shows what goes into the work. Bring both ideas into the plan for your product.

03

Let them see it in use.

Choose a view that answers “Will this work for me?”

Show scale.

A product beside a hand or in the place it belongs gives the viewer a point of reference. Keep written sizes nearby.

Show the action.

Use video when the action is the answer: a bag opening, a drawer sliding, or a product being poured.

Show the kind of work.

For a service, choose finished work that fits the offer on that page. Add words that explain the scope.

Choose the format by the question.

A still can show what fits in a bag. A short video can show how the pockets open. Name the answer before you ask for the file.

PHOTO & VIDEO CONTENT

Give your brand a human presence.



PORTRAIT + WORK

A portrait gives people a face to connect with. An image of the work adds context. Think about the people and tasks you want in your own set.

04

Make the next step clear.

Give buyers a view of the people they will meet and the work they are choosing.

The people

Use a current photo of the owner or team. Place names and roles beside it so visitors know who does what.

The process

Show a step that helps explain the service, such as reviewing samples or checking finished work. Keep private client details out of frame.

The handoff

Show what someone receives when the work is done. Use copy to explain delivery, pickup, or the next step.

Let the words finish the job.

A process photo cannot explain every step. Pair it with a clear line about what happens and how to get started.

PHOTO & VIDEO CONTENT

Picture your work in the frame.



BRAND STORY + PRODUCT IN USE

Your space, tools, and daily work can shape the images. When we plan your shoot, bring a page you want to update and the details you want your photos to show.

05

Give each image a place to work.

Use this as a starting point. Choose the pages that fit your site.

HOME / SHOW THE OFFER

A clear view of your product or work, paired with words that name what you do and who it is for.

SHOP OR SERVICES / SHOW THE DETAILS

What is included, how it fits or works, and the finished result for that offer.

ABOUT / SHOW THE PEOPLE

Current people, roles, and a view of the work behind the business.

CONTACT OR BOOKING / EXPLAIN THE NEXT STEP

Clear instructions first. Add a process or handoff image if it helps explain what comes next.

Check the phone view.

A wide header and a tall post need different space. Share both layouts with your creative team before the shoot.

06

Choose what you need next.

Keep what answers the question.

Check your current files first. If a photo is accurate and fits the page, place it where buyers need that answer.

Make what is missing.

Count the views your page map calls for. Include any wide or tall versions. Use that list to agree on the shoot scope.

Update when the business changes.

A new product, space, team, or offer can make an old photo wrong. Review the content when those details change.

Considering monthly content?

List the work that changes often, such as product launches or seasonal offers. Ask which photos, videos, and file versions the package includes, and where you will use them.

Age alone does not make a photo outdated. Check whether it still shows what a buyer can expect.

07

Fill one gap.

Choose one offer and one unanswered buyer question. Bring this page when we plan your photos and videos.

The offer + page I checked

The buyer's question

The photo or video that would answer it

What the words beside it need to explain

Where it will go + the version it needs

Choose your next step.

- ☐ Place a file I already have.
- ☐ Add this piece to the shoot brief.
- ☐ Update the page copy so the answer is clear.