



## HELLO!

I'm so glad you're interested in what I can do for you. In a nutshell, I work with you to create branded images that take your sales and marketing to the next level.

The long explanation is a bit more complex, so I've put together this guide to give you an idea how a typical project runs its course and what you can expect from me.

## WHAT TO EXPECT

Because every business has specific needs and markets, your visual messaging will as well. Every project is unique, but I apply an overall process from start to finish to ensure that we meet our objective, which is to create images that help you promote your products or services. I always keep in mind that the images that I deliver will impact your bottom line.

### 1. FIRST STEPS

First, we meet in person or talk over the phone, and we talk about your business, your target market, your branding, what kind of photos you think you need, and what those photos will be used for. I like to meet you at your place of business to meet you and your employees in person, get a feel for the day-to-day and get my visual bearing (your branding, look-and-feel, the space, the light, etc.).

I may ask you for information such as layout requirements and other specifications from your print or web designers, background material on the products/subjects/campaign, examples of past marketing/advertising materials, and company design and style guidelines. We talk about your project's specifics, your business goals, and your focus areas to make sure we're a good fit and have a shared vision and expectations for your project.

### 2. SERVICE AND LICENSING AGREEMENT

If we agree to move forward, I will send you an agreement describing deliverables, photo usage, and fees—based on our initial conversations. Depending on the type of project you have, I will also send you a proposed shot list and timeline. When you sign the agreement, I will collect a deposit (usually 33%) to secure your time and date.

### 3. PRE-PRODUCTION

Shoot preparation can be simple or quite involved depending on the nature of what we're photographing, but some of the tasks may include:

**Shot List:** Together we finalize a list of the "must have" shots which includes a sketch or description of the intended shot, any props or talent that may appear in the shot, what the shot will be used for, and how it will be cropped in post-production.

**Location Scouting:** Typically, I take some time to scout the location(s) of the shoot. I like to check the lighting, sources of power, whether permits are needed, and so on.

**Scheduling Talent:** We line up the "talent" if models are involved. Models refer to any people, including employees, customers, or friends who will participate in the shoot.

**Pre-Shoot Prep:** I will send you a Pre-Shoot Prep Guide that addresses common commercial photography production variables such as set preparation, what to wear, and selecting the best examples for product photography.

**Finalizing Schedule and Plan:** Once we have booked a date and time, and depending on the complexity of the shoot, I may provide you a final Shooting Schedule to be distributed to all stakeholders prior to the shoot. It includes a detailed schedule for the shoot, and pertinent contact information so that everyone knows where they need to be (and when) to make sure that the shoot runs smoothly.

### 4. THE SHOOT

For location shoots, I like to arrive 30-60 minutes before our scheduled shoot to get set up. Depending on who or what we are photographing, I will collect any outstanding property or model releases. Then, it's time to shoot! I count on my clients to be present and involved during the shoot -- it's your shoot, after all!

### 5. EDITING AND POST-PRODUCTION

Once we're finished on site, I download, back up, and perform an initial edit of the images to weed out outtakes and identify the "keepers." I then process the photos, making basic color and contrast corrections on the files and then upload them to a private, password-protected gallery for your review. This can take up to two weeks, depending on the shoot.

Typically, for every hour I'm on-site shooting, I will be spending another two to three hours at my computer selecting the best shots, fine-tuning your images, and uploading them.

## 6. DELIVERY AND LAUNCH

Upon your final approval and payment, I will make the photos available for digital download, and you can use them right away to market your goods and services. Once you launch your new content, be sure to let me know! I love to feature client projects on my blog and social media accounts.

*"As a start-up apparel company, Mollie works with us to build our portfolio of photographs that capture and convey the essence of our Cape Ann based brand, Tragabigzanda. A typical photo shoot with Mollie will take us out in the elements of Cape Ann with sometimes inexperienced models and unpredictable weather conditions. Mollie always takes command of the shoot, directs the models and is creative with the use of the natural landscape – all while being an absolute pleasure to work with. Mollie is technically skilled and always prepared with the right camera, lens and lighting to capture the best images possible. Post production requires an acute attention to detail and patience. Mollie works tirelessly to fine tune our images and provide us with photographs that truly convey the spirit of our brand."*

**Lauree Eckler, Founder and Owner – Tragabigzanda Cape Ann**

*"I didn't have to do anything other than give her my products, a list of categories/collections for group shots, and some extra ribbon and packaging to make sure everything looked as perfect as possible. It was easy to communicate with Mollie, and she quickly understood the look I was hoping to achieve with the photographs. Mollie took care of everything, and far exceeded my expectations. She effortlessly took the lead on the project, which made everything simple on my end. Her photos made me feel like she cared as much about my products and my brand as I do. You cannot put a price tag on how valuable that is."*

**Karen Collins, Owner and Pastry Chef – Bisousweet Confections**