



FREE WORKBOOK

STYLED SHOOT PLANNING GUIDE

SHOWIT UNITED

CHAPTER

01

INTRODUCTION

Welcome to the free styled shoot workbook! As you plan your own styled shoot, this workbook will help walk you through every step from start to finish. A well planned styled shoot can propel your business forward with new portfolio. Through building new relationships with local vendors and creatives you can successfully reach your target market.

On the next two pages, you'll find a worksheet to determine your ideal client. You can use this sheet as a reference throughout the planning of your shoot. Considering your target market will help keep your styled shoot on track with your goals, which we'll set in a later section.

DETERMINING YOUR IDEAL CLIENT

Who do you want to reach through your styled shoot?

Your ideal client should be considered through almost every aspect of your business, including your styled shoots! In order for a styled shoot to successfully propel your business forward, it needs to attract your ideal client in every way. Let's go over the questions on your ideal client worksheet together!

Who is your ideal client?

In this section, write who your ideal client is. What's her age? Name? Her education level? Where does she work? Is she engaged? Married with kids? Determining these details about your ideal client will help you stay on course.

What is the lifestyle of your ideal client?

Where does she shop? Is she a luxury bride? A target shopper? Does she wear Jimmy Choos? Use this space to talk about her lifestyle. You can be as detailed or as vague as you'd like.

What are the interests of your ideal client?

What does she like to eat? Watch on TV? Does she golf on the weekends or is she a creative like you?

What are your ideal client's goals?

Does your ideal client want to finish her masters? Does she have dreams of owning her own business? Does she want to get married and have a family?

What are the challenges of reaching your ideal client?

Are you in a different phase of life than your client? Does your current wedding portfolio attract her eye? What is holding you back from connecting with your ideal client currently?

How can you connect to your ideal client?

What ways can you connect to her? This will help you set achievable goals for your styled shoot.

IDEAL CLIENT

AGE:

NAME:

WHO IS YOUR IDEAL CLIENT?

WHAT IS THE LIFESTYLE OF YUR IDEAL CLIENT?

WHAT ARE THE INTERESTS OF YOUR IDEAL CLIENT?

IDEAL CLIENT

WHAT ARE YOUR IDEAL CLIENT'S GOALS?

WHAT ARE THE CHALLENGES OF REACHING YOUR
IDEAL CLIENT?

HOW CAN YOU CONNECT TO YOUR IDEAL CLIENT?

CHAPTER

02

SETTING GOALS

One of the most important things you can do before you start to daydream about beautiful florals and dreamy dresses is to set goals for your styled shoot. Perhaps you're moving into a new area and you hope to connect to a new geographical market. Perhaps you're not attracting your ideal client with your current portfolio. Or, maybe your goal is to learn new posing techniques or to overcome certain challenges or simply diversify your portfolio. Whatever your goals are, it's important to know them and write them down so as you plan your shoot, every detail propels your shoot towards its original goal.

On the next two pages, follow the prompts to set goals for your styled shoot.

SETTING GOALS

01

Set your start and end date

When setting a start and end date, remember to consider your planning process and your publication process. A styled shoot may have a start and end date that are only 1 month apart or 6 months apart.

02

Your styled shoot's main goal

What is the main goal of your styled shoot? If your goal is to elevate your portfolio, write it down! If it's to connect with new vendors, write that too. Your shoot should only have 1 central goal, though other benefits can be considered.

03

Brainstorm your strategies

If for example, you just moved into a new area and your goal of your shoot is to attract a new geographical market, your strategies might include shooting at a popular wedding venue that attracts your ideal client. Or it might include hiring a vendor that often works with the clients you want to attract. There can be many strategies in how to achieve your goal through your styled shoot.

04

How will your content propel your business forward?

When the styled shoot is over, you'll be left with content. How will that product propel your business? Being intentional about this step in the goal setting process can help get your mindset in the right place for planning your styled shoot.

GOAL PLANNER

START :

END :

GOALS

STRATEGIES

HOW CAN THE CONTENT PROPEL YOUR BUSINESS FORWARD?

C H A P T E R

03

STYLING YOUR SHOOT

This is the fun part. Styling your shoot.

As you begin to think about the theme and style of the shoot, think about what inspires you creatively and ask yourself how a particular style will connect you to your target audience and help you achieve your goals.

Brainstorming ideas can be helpful before deciding on one theme.

Once you have your theme, it's time to find inspiration. As you narrow down your inspiration, create a professional inspiration board that you can send out later when you're inviting vendors and creatives to participate. On the next page is a sample mood board.

CASSIE JONES

photography



DESERT INSPIRED

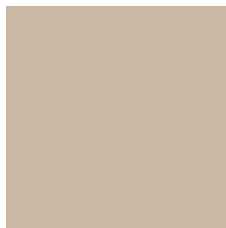
wedding styled shoot

The Desert Inspired Styled Shoot will feature warm colors, soft tones and elegant details emulating a luxury wedding for a bride and groom.

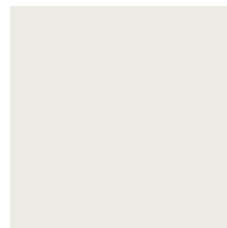
05 COLORS



#A3AB9F



#C8B8A4



#EDECE4

C H A P T E R

04

CREATING A SHOT LIST

Creating a shot list for your styled shoot can feel daunting and sometimes even unnecessary. However, a great styled shoot often has a shot list based on your strategy and goals for your shoot. When you're considering how you plan to connect with your target audience and your strategy around content, a great plan of the shots you need can help you make sure you don't miss a single image needed to get the most out of your content.

You can be as detailed as you'd like on your shot list!

On the next page, you'll find a sample shot list and on the following, a place to create your own.

STYLED SHOOT SHOT LIST

As you create your shot list, it's important to write notes about what details you may need to complete the shot so as you compile your list of supplies needed, you'll know every detail you need to make it happen.



TABLE DETAILS

Detail images and wide images, 45 angle image

Centerpiece

Table Number Cards

Place Card Holder

Candles



CENTERPIECES DETAILS

Floral centerpieces including pale roses and greens

Centerpiece vases



FLORAL ARCH

Detail images and wide images

Floral archway including roses and greens as ceremony backdrop

STYLED SHOOT SHOT LIST

















C H A P T E R

05

FINANCIAL PLANNING

Styled shoots can definitely be tricky when it comes to financial planning. Styled shoot props and services can all be deducted as business expenses. Make sure and get with your accountant if you have questions on that!

By inviting collaborators such as other creatives to participate in your shoot, you can split the cost. Make sure to manage expectations. As you invite vendors, yes, some may give discounts for collateral but it is not the industry standard for vendors to work for trade. Make sure you're realistic with your vendors as you approach them and let them know what your budget is.

On the next page, you'll find a budget worksheet. Use this worksheet to plan your budget and keep track of your finances as you pay for vendors and services. Styled shoots are an investment in your business, one that will pay off!

STYLED SHOOT BUDGET OVERVIEW

| ITEM NEEDED | DESCRIPTION | PRICE |
|-------------|-------------|-------|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| 7. | | |
| 8. | | |
| 9. | | |
| 10. | | |
| 11. | | |
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| 14. | | |
| 15. | | |
| 16. | | |
| 17. | | |
| 18. | | |
| 19. | | |
| 20. | | |

CHAPTER

06

VENDORS

The next step in planning your styled shoot is to build your team of vendors and creatives to collaborate with.

As you reach out to vendors, remember that it's not the industry standard for vendors to provide work for trade. They may give discounts for collateral, but be up front about your budget when you're reaching out to vendors about your shoot.

VENDORS



VENDORS

In the box below, brainstorm vendors you'd like to include in your initial outreach

Great vendors to include will be vendors whose style of work compliments the style and goals of your styled shoot.

NOTES:

A large, empty rectangular box with a light beige background, intended for taking notes.

SAMPLE LETTER TO VENDORS



DEAR FLOWERCHILD FLORIST,

Hello! My name is Cassie Jones! I'm a wedding photographer based in Romance Arkansas who specializes in adventurous elopements. You can see my work [here](#) at my website.

I'm reaching out today because I love your work and I'm planning a styled shoot that will take place on March 17, 2022 at The Highland Hotel on Enchanted Mountain. I'm working with a team of creatives and we came across your work and it's absolutely gorgeous! We are hoping to secure your services as we believe your florals would bring life to our styled shoot. Our budget to spend on florals is \$350 and I was hoping we could work with you on a quote for a bouquet and a boutonniere for our bride and groom. I've attached a mood board for our shoot!

After the shoot, we plan to submit the images to exclusive publications like Style Me Pretty, Green Wedding Shoes and more as well as providing our vendors with a full gallery of downloadable images for their use.

Please let me know if you're interested in working with us! We'd love to have you on the team!

CHAPTER

07

STYLED SHOOT TIMELINE

Once you've solidified your team of vendors and creatives, create a styled shoot timeline to share with your vendors and participants so that everyone is on the same page.

As you build your timeline, make sure to pad time for emergencies and for things that may not go as you planned.

On the next page, you'll find a sample timeline and on the following, a notes page so you can build your own!

SAMPLE

STYLED SHOOT TIMELINE

8:00 AM HAIR AND MAKEUP

Hair and Makeup begins at 117 Moon River Lane for
bride named Cassandra Watson

9:30 AM RENTALS ARRIVE

Table and furniture rentals arrive at
117 Moon River Lane and set up in the courtyard

10:00 AM FLORIST ARRIVES

Florist arrive at 117 Moon River Lane to install
floral archway and table centerpieces

10:30 AM CAKE ARRIVES

Cake arrives from Buns In The Oven Bakery
Finishing touches put on cake

10:30 AM STYLING

Final details are put into place for styling

10:30 AM BRIDE AND GROOM DRESSED

Bride and groom models are dressed with bouquet and boutonniere
In places in the courtyard

11:00 AM INTRODUCTION AND STYLED SHOOT

Welcome by Cassie Jones and styled shoot begins

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

C H A P T E R

08

PUBLISHING YOUR SHOOT

Once you've completed your styled shoot and after the culling and editing is complete, a great content publishing plan needs to be put in to place.

Do you plan to submit to publications? If so, there's a publication form to help you keep track of each publication you plan to submit to and what they need or request.

Do you plan to self publish? There's a checklist on the following page to help you plan out all your content. Use the Notes pages to help plan out all your content.

SUBMISSIONS

Publication name:

Submission Date:

Contact email :

Exclusivity rules:

NOTES:



CHECKLIST

Make sure you're repurposing your content as much as possible to help further your reach of each piece of content you create with your styled shoot.



POST ON:

- Your blog
- Your website galleries
- Instagram Posts
- Instagram Stories
- Reels
- Tik-tok
- Pinterest
- Facebook
- Newsletters

THANK YOU

THANK YOU!

Thank you so much for downloading this free guide! From all of us at Showit United, we hope you enjoy it!

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