


Business photography

What to expect...



Jo Scott Images



Are you visible in  
your business?



Jo Scott Images

# Initial contact

Most people contact me in the first instance to find out if I can help them with photography but they don't always have a set idea of what they want. This is completely normal and our initial conversation usually revolves around what they need images for – profile pictures or more visual on line content for website or social media for example – and what is their vision of the final outcome. Once we have established whether I can help, we move on to the next stage of planning and agree a quote.



# Profile Pictures

If we are talking about profile pictures; it is relatively straightforward. We agree a location (depending on the numbers of staff this may be at my office or at your location or we may find some where else that is suitable) and you bring a change of tops/jackets to give a few different feels/looks to the images. I help with choosing which clothes to wear and direct you on the shoot in terms of how to stand/sit/express yourself through the camera. We usually look at the images immediately and I help with analysing the images and choosing the right ones to represent you. The selected images are then edited and sent to you ready for use within a few days.



# Website or social media photography

## Planning and collaboration

Website or social media photography is a bit more involved and for this there may be a second conversation or even a meeting. We get into the detail of establishing exactly what the images will be used for and I can have conversations with web designers or marketing consultants to understand the brand values and marketing aims of the business. At this stage I usually have a grasp of, and can visualise, what I'm trying to achieve so I brainstorm with the client where we might take the photos (location is important), who would be involved (staff or models) and whether any props are appropriate.



## On the day

We have pre planned much of the shoot by now, so on the day the client can leave the detail up to me. We have already determined our location and gained consents, organised who will be where and in what clothes/with what props (a bit like Cluedo, except there is no guess work involved...Professor Plum in the Library with the candlestick!). All the direction and creative input on the shoot comes

from me so the client doesn't have to worry at all. I simply start taking photographs and directing the shoot.

## Post shoot

After the photo shoot, I will spend time editing the images to ensure the client isn't overwhelmed with choice and can see how each image can help them in their aims. I usually send the selection of digital images across for download within a week. These files will be ready to use on any media but if there are specific technical requirements I can also help with that.



## Get in touch

If you've got a project incubating and would like to chat through how I can help it come to fruition, do give me a call on 07793 205155 or [jo@joscot-images.co.uk](mailto:jo@joscot-images.co.uk)

*Artist - Photographer - Storyteller*



**Jo Scott Images**

*"We do not remember days;  
we remember moments"*



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