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What to prepare before the shoot.

A good shoot is 70% made the day before. This list takes 20 minutes and saves an hour on set.

The day before

- [ ] Confirm the time and address, note where parking is possible.
- [ ] Tell the team there will be a shoot and agree who wants to be on camera.
- [ ] Pick 3–5 things you want to show: a dish, a treatment, a product, a place.
- [ ] Prepare an answer to one customer question, 2–3 sentences, in your own words.
- [ ] Tidy up where the camera will be: the counter, a table, the chair, the back room.

On the day

- [ ] Turn on all the lights in the venue, including the “evening” ones.
- [ ] Uncover the windows: daylight looks better than any lamp.
- [ ] Hide what should not be in the frame: boxes, personal items, cables.
- [ ] Prepare the product in its best version: a fresh dish, a clean plate, a new haircut.
- [ ] Dress the team the way you want them to look in an ad.

Consent and people

- [ ] Put a notice at the entrance that filming is in progress (we provide the text).
- [ ] Ask regulars whether they want to be on camera; those who decline will not be.
- [ ] If someone will speak to the camera, let them read the questions beforehand, but not learn them by heart.

After the shoot

- [ ] Within 72 hours you get a link with the files. Watch them on a phone, not a computer; that is how customers will see them.
- [ ] Collect your notes in one message; two revision rounds are included.
- [ ] Plan the posts: two a week work better than eight at once.

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