

## CHECKLIST FOR A SUCCESSFUL CONTENT SHOOT

- Identify your audience
- Define your core message(s)
- Build a creative brief or mood board
- Scout your shoot locations
- Confirm permit needs
- Create a detailed shoot schedule

Coordinate with models:

- Confirm call times
- Send wardrobe information and any tips on what not to wear
- Create your weather contingency plan
- Confirm parking, food and crew needs (plan to provide water and snacks)
- Draft your shot list
- Pack your smile and a positive attitude – it's shoot day!