The Business *Shot List.*

Contint

40 photos & videos every business should have in its content library.

Check off what you already have. Circle what you need next.

01 THE PEOPLE

Put a face to the business.

☐ 01	The Owner Portrait	*Approachable portrait of the person behind the business.*	PHOTO
☐ 02	The Team Photo	*Everyone together, the people who make it happen.*	PHOTO
☐ 03	The Individual Portrait	*Solo photos of team members and key people.*	PHOTO
☐ 04	The Natural Interaction	*Teammates collaborating, talking, laughing, working.*	BOTH
☐ 05	The Candid Moment	*Unposed moments that show the real people.*	BOTH
☐ 06	The Customer Connection	*A genuine moment between your team and a customer.*	BOTH

02 THE PROCESS

Show people what goes into the work.

☐ 07	Hands at Work	*Close-ups of hands making, building, or preparing.*	VIDEO
☐ 08	The Step-by-Step	*The stages of your process, start to finish.*	BOTH
☐ 09	Behind the Scenes	*What happens before the finished product or service.*	VIDEO
☐ 10	Tools of the Trade	*Equipment, tech, or materials in action.*	BOTH
☐ 11	The Transformation	*A before-and-after that shows the work involved.*	BOTH
☐ 12	The Finished Result	*The final product, completed project, or delivered service.*	BOTH

03 THE PRODUCT OR SERVICE

Show what you offer.

☐ 13	The Hero Shot	*A standout image of your main product or service.*	PHOTO
☐ 14	The Details	*Close-ups of quality, features, and craftsmanship.*	PHOTO
☐ 15	The Product in Action	*Your product in use or your service being delivered.*	VIDEO
☐ 16	The Different Angles	*Multiple perspectives, compositions, and views.*	PHOTO
☐ 17	The Collection	*Everything together, showing the range you offer.*	PHOTO
☐ 18	The Customer Experience	*What it looks and feels like to work with you.*	BOTH

QUICK TIPS

- Capture vertical and horizontal formats.
- Mix wide, medium, and close-up shots.
- Look for natural moments, not just posed ones.
- Capture the details you'd normally overlook.
- Run every shot through the *ELEVEN framework (page 3)* so your content resonates with your audience.

READING THE LABELS

PHOTO Best as a still · VIDEO Best in motion · BOTH Capture both when you can

The Business *Shot List, continued.*

Contint

04 THE PLACE

Give people a sense of where it all happens.

☐ 19	The Exterior	*A welcoming, recognizable shot of your building or location.*	PHOTO
☐ 20	The Interior	*A wide shot of the space and its atmosphere.*	PHOTO
☐ 21	The Signature Space	*A recognizable room, display, or workspace.*	BOTH
☐ 22	The Little Details	*Decor, signage, and displays that make it yours.*	PHOTO
☐ 23	The Business in Action	*Your space during a typical business day.*	VIDEO
☐ 24	The Community Connection	*Your business in its neighborhood.*	BOTH

05 THE PERSONALITY

Show what makes your business yours.

☐ 25	The Owner Doing Their Thing	*The owner engaged in work they're passionate about.*	BOTH
☐ 26	The Team Personality	*The humor, relationships, and individuality of your team.*	BOTH
☐ 27	The Traditions	*Recurring rituals, celebrations, and meaningful moments.*	BOTH
☐ 28	The Favorites	*Favorite tools, products, or spaces that represent you.*	PHOTO
☐ 29	A Day in the Life	*A series of moments from a typical day.*	VIDEO
☐ 30	The Unexpected	*Spontaneous, interesting, or imperfect moments.*	BOTH

06 THE DETAILS

Don't overlook the little things.

☐ 31	The Branding	*Logos, signage, packaging, and uniforms.*	PHOTO
☐ 32	The Textures	*Materials, finishes, and patterns.*	PHOTO
☐ 33	The Presentation	*Packaging, displays, and finished arrangements.*	PHOTO
☐ 34	The Close-Up	*Interesting details that deserve a closer look.*	BOTH
☐ 35	The Work in Progress	*A project between beginning and completion.*	BOTH
☐ 36	The Environment	*Lighting, surroundings, and contextual details.*	PHOTO

07 THE SOCIAL PROOF

Give people a reason to trust you.

☐ 37	The Happy Customer	*A genuine photo of a satisfied customer.*	PHOTO
☐ 38	The Product in Their Hands	*Customers using, wearing, or enjoying what you offer.*	BOTH
☐ 39	The Completed Project	*Finished work in its real-world setting.*	PHOTO
☐ 40	The Customer Testimonial	*A customer sharing their experience on camera.*	VIDEO

BONUS

The ELEVEN *Framework.*

Contint

One shot. More than one purpose.

Capturing the content is only half the equation. Knowing how to use it is what makes it work harder. Use ELEVEN to check what each photo or video can do for you.

E

EMOTION

Make people feel something.

Build connection through genuine moments, relatable experiences, personality, and storytelling.

Ask: Does this make someone feel connected to our business?

E

ENTERTAIN

Give people a reason to watch.

Capture something interesting, unexpected, funny, satisfying, or enjoyable.

Ask: Would someone stop scrolling to watch this?

E

EVIDENCE

Give people a reason to believe you.

Show real customers, completed work, testimonials, results, and experiences.

Ask: Does this build trust and credibility?

L

LEARN

Give people something to learn.

Explain a process, answer a question, demonstrate a product, or share useful information.

Ask: Does this teach someone something they didn't know?

V

VALUE

Show why what you do matters.

Demonstrate your expertise, craftsmanship, quality, service, or the benefits of working with you.

Ask: Does this help someone understand the value we provide?

N

NOW

Give people a reason to act.

Highlight current offerings, new products, seasonal promotions, availability, upcoming events, or opportunities.

Ask: Does this give someone a reason to take action now?

Put it into practice: one video, six jobs.

A video of your team completing a project could do all of this:

- E Build EMOTION by showing the people behind the work.
- L Help people LEARN how the project came together.
- E ENTERTAIN with a satisfying time-lapse.
- V Show VALUE by showcasing craftsmanship.
- E Provide EVIDENCE of your team's experience.
- N Encourage NOW by promoting current availability.

Think beyond the initial capture. Consider all the ways that content can be put to work.

Get ready. *Follow through.*

Contint

Line up your tools before the shoot. Keep the momentum going after it.

TOOLS YOU NEED (KEEP IT SIMPLE)

- ☐ Smartphone or camera
- ☐ Natural light (windows are your friend)
- ☐ Phone or camera storage space
- ☐ Scheduling tool (Meta Business Suite, Later, or Buffer)
- ☐ Clean lens (wipe it first)
- ☐ Tripod or steady surface
- ☐ Editing app (Lightroom or Snapseed)
- ☐ Folder system to organize your library

NEXT STEPS

- *Batch it.* Tackle your shots in a few focused sessions instead of a little every day.
- *Pick your best.* A few strong shots beat a folder full of maybes.
- *Edit with a light touch.* Crop, brighten, and trim, but keep it genuine and real.
- *Schedule ahead.* Pre-schedule as much as you can to save time.
- *Stay engaged.* Check in on comments, tags, and messages often, and respond.
- *Put it to work.* Reuse each shot across your website, social, email, and ads.

CAPTION BASICS

- *Start strong.* Put the most interesting line first. It's all people see before 'more'.
- *Keep it short and human.* Write the way you talk.
- *Say what it is.* Name the product, person, or place so people know what they're looking at.
- *Add one clear next step.* Visit, book, call, shop, or message us.
- *Use a few relevant hashtags and tag your location.* Quality over quantity.
- *Add alt text.* A quick description makes it accessible and easier to find.

MEASURE YOUR SUCCESS

Check once a month and keep what works. Track a few simple numbers for each post, then do more of what performs best.

- ☐ Reach / views
- ☐ Link clicks or website visits
- ☐ Engagement (likes, comments, shares, saves)
- ☐ Messages, calls, or bookings

Your next *content session.*

Contint

Start with what you need most. You don't have to capture all 40 in one day.

MY TOP 10 SHOTS TO CAPTURE NEXT

01 _____

02 _____

03 _____

04 _____

05 _____

06 _____

07 _____

08 _____

09 _____

10 _____

PEOPLE NEEDED

LOCATIONS NEEDED

PRODUCTS, PROPS, OR EQUIPMENT

WHAT SHOULD THIS CONTENT DO?

WHERE WILL I USE IT?

☐ Website ☐ Social media ☐ Email ☐ Advertising ☐ Print ☐ Other: _____

Want help capturing it?

Real photo + video for your business or event. Joplin, MO + beyond.

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