

Salon Photographer Interview Checklist

A practical checklist by thesalonbusiness.com to help salons evaluate and hire the right photographer for their needs. Part of episode 48 in our [Marketing 100 series](#).

Where to Find Quality Photographers

- Professional network - ask other salon owners who've had successful photo shoots
- LinkedIn - search by city and service area for local professionals
- The Knot/Wedding Wire - experienced photographers often excel at both wedding and commercial work
- Local business websites - reach out when you see photos you admire

Pro Tip: While Instagram is great for discovering styles you like, focus on finding local professionals through business websites and direct recommendations.

Initial Pre-Screen & Availability

- Are you available on [insert shoot date(s)]?
- Do you specialize in commercial or salon photography?
- What types of photography services do you offer (headshots, interior, brand photos)?
- Do you work solo or with a team?
- What's your experience shooting in salon environments?
- Are you comfortable working within my budget range of \$[insert budget]?

Review Their Work & Style

- Request samples specific to salon/beauty industry work
- Review their experience with similar businesses
- Ask about their approach to lighting, especially with mirrors and reflective surfaces
- Look at both raw and edited photos
- Check their social media content examples
- Review different types of shots (staff photos, interior, action shots)

Discuss Pricing & Packages

- What's your base package rate and what's included?
- Do you charge separately for editing and post-production?
- What are your rates for additional team members?
- Are there equipment rental fees?
- Do you charge for travel to the location?
- How much is the deposit and when is it due?
- How long will it take to receive the final photos?

Professional Experience & Approach

- How long have you been a professional photographer?
- How many salon/beauty industry shoots have you completed?
- What's your process for planning the shoot?
- How do you handle challenging lighting situations?
- What do you need from us to ensure success?
- What's your backup plan for equipment issues?

Final Images & Delivery

- Number of final edited images
- Image format and resolution
- Usage rights and restrictions
- Social media optimization
- Revision policy
- File delivery method

Interview Notes

Photographer Name:

Date Interviewed:

Package Details:

- Base Price:
- What's Included:
- Extra Costs:

Timeline:

- Shoot Date:
- Delivery Date:

Key Strengths:

Concerns:

Next Steps:

Watch For These Red Flags

- Unable to show relevant work examples
- Unclear pricing structure
- No backup equipment plan
- Poor communication during inquiry
- Unusually low pricing (quality photographers typically start at \$2,000)
- No process for handling salon-specific challenges

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Looking for more strategies and resources? Check out our [Marketing 100](#) guide, where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.

