

# How to Plan a Salon Photoshoot



[Watch the full episode 49](#) in our [Marketing 100 series](#).

The following step-by-step checklist was created by [thesalonbusiness.com](https://thesalonbusiness.com) to help salons prepare for a photoshoot.

# Salon Photoshoot Planning Checklist

## 3-4 Weeks Before

- Define your content goals and priorities
- Set your budget
- Research and contact photographers/videographers
- Choose and book your creative team
- Select shoot date(s)
- Create initial shot list

## 2 Weeks Before

- Schedule team members for photos/interviews
- Contact clients for testimonials
- Create detailed shot list with creative team
- Plan salon cleaning/styling schedule
- Order any needed props or products
- Schedule pre-shoot walkthrough
- Print model release forms

## 1 Week Before

- Confirm all appointments
- Share shot list with team
- Brief staff on wardrobe requirements
- Plan hair/makeup timing for team
- Confirm technical requirements with creative team
- Create shoot day schedule

## Technical Planning

- Schedule pre-shoot salon visit with creative team
- Plan timing around natural light conditions
- Map out electrical outlets for lighting equipment
- Identify quiet areas for interviews
- Test salon music system
- Check air conditioning/heating noise levels

## **Interview Planning**

- Prepare conversation-starter questions (avoid scripts)
- Schedule 30-45 minutes per interview
- Choose quiet location away from salon noise
- Plan interview order (start with confident team members)
- Prepare talking points about:
  - Signature services
  - Salon philosophy
  - Client experience
  - Team culture
  - Personal passion for industry

## **B-Roll Planning**

- List specific technique demonstrations
- Plan walking shots through salon
- Identify signature service moments
- Schedule client interactions
- Plan product showcase shots
- List required slow-motion sequences

## **Day Before**

- Deep clean salon
- Style all stations
- Remove clutter
- Check all lighting
- Organize props and products
- Print final schedules
- Prepare model release forms
- Set up changing/prep area

## Shoot Day

- Arrive early
- Final space check
- Set up refreshment station
- Welcome creative team
- Brief participants
- Collect signed releases
- Track shot list progress
- Back up files regularly

## Shot List Categories

### Salon Space

- Exterior shots
- Reception area
- Styling stations
- Color bar
- Washing area
- Retail displays
- Break room/team areas

### Team Photos

- Individual headshots
- Team group shots
- Action shots at stations
- Candid interactions
- Staff interviews

### Service Documentation

- Before and after shots
- Process shots
- Technique demonstrations
- Product application
- Client consultations

## Marketing Content

- Social media content
- Website photos
- Promotional materials
- Seasonal content
- Brand story elements

## Equipment/Props Checklist

- Cleaning supplies
- Styling tools
- Extra products
- Wardrobe options
- Makeup touch-up kit
- Refreshments
- Model release forms
- Shot list copies
- Schedule copies

## Post-Shoot Tasks

- Review all content
- Organize files
- Create content calendar
- Plan social media schedule
- Update website
- Archive release forms
- Send thank-you notes

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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.*

