



## New Client Intake Form

### About Your Upcoming Shoot.

What type of shots are you hoping to capture?

*On-Figure Ecomm for product pages. On-Location Lifestyle. Flat Lay-down Product Shots. In Studio Editorial etc.*

Will you be providing all styling pieces or would you like us to source bottoms with tops, shoes, earrings etc?

What is the retail price point of the apparel that we are shooting?

Can you describe the items and quantity that you need photographed? Does not need to be exact.

**Men's:** *20x Graphic Tees, 16 Denim, etc*

**Women's:** *10x Full Length Dresses, 6x Pairs of Leggings etc, 12 Sweaters etc.*

What is the intended goal for your final photos?

*Drive traffic, Increase conversion, Strictly branding / advertising, Retail / Product pages, Tell a story on Social Media, etc.*

Will these images be viewed mainly in print, desktop or mobile?

Who are your closest competitors?

Are there any images of theirs that you particularly dislike? Why?

*Feel free to provide links to images.*

Thinking of your past shoots, what is one thing that you would like to avoid this time around.

*Long Turn Around Time, Art Direction, Fit Issues, Too Many Shots, Talent Arriving Late, Cold Coffee.*

If you have links to images that you would like yours to emulate, please provide them below

## Budget & Timescales

Will we be shooting samples or actual inventory?

When are the first images from this shoot going to be published?

*ASAP, Q3, Needed photos like yesterday.*

Are your items ready to shoot now? If not how soon will they be ready to shoot?

Is there anything else that you would like us to know?

## Company Information

Company Name:

URL:

City State/Province:

Contact Name:

Contact Email:

Phone: (*Optional*)

Thank you for taking the time to fill out this form. The information that you provide really helps us build quality images that are most cost effective for your brand.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alejandro', with a long, sweeping horizontal line extending to the right.

Alejandro Martinez / *Photographer*

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