

Ad Photography Planning Checklist

1. Define Your Goal
 - What do you want this ad to achieve? (e.g., increase sales, get more followers, or boost brand awareness)
2. Know Your Audience
 - Who are you trying to reach? Think about their age, interests, and what they care about.
3. Choose Your Style
 - Decide on the style of photos you need. (e.g., clean and simple, bold and colorful, or natural and realistic)
4. Find a Photographer or Plan DIY
 - If hiring, look for a photographer who understands your style. If doing it yourself, set up a good camera or smartphone.
5. Plan the Shot List
 - Write down every photo you need. Include specific ideas like "close-up of product," "happy customer using the product," or "product in everyday setting."
6. Pick Your Location
 - Choose a spot that matches your brand. (e.g., cozy home for lifestyle shots or plain background for a clean look)
7. Prepare Your Props
 - Gather any extra items that will be in the photos, like plants, mugs, or simple decorations, to make the shot more appealing.
8. Think About Lighting
 - Natural light works best. If indoors, set up near a window or add lamps. Try to avoid harsh, direct sunlight.
9. Capture Different Angles
 - Take a variety of shots from different angles to find the most flattering view of your product.
10. Review and Edit
 - Look at your photos carefully. Do they match the goal and style you set? Make simple edits to improve lighting, colors, or sharpness if needed.
11. Get Feedback
 - Share the photos with a few people to see their first impressions. Make sure the images tell the right story.

This checklist keeps things clear and simple, guiding users to create ad photos that connect with their audience.