



## BEST PRACTICES

Tips on how to get the best results from your shoot.

- **The city is the other “character” in your shoot.** Customers are on vacation, and often visiting for the first time, or possibly the only time. Capturing city highlights and iconic backdrops/elements in the majority of the shots is critical. Avoid cement walls or greenery that could be anywhere in the world. It needs to shout “Paris!” (...or at least “Europe!”)
- **Plan out your route and shots.** If you’ve never been to the location, do a walk-through beforehand and imagine ideal spots for capturing candid moments.
- **Make connections quickly & put them at ease.** Shoots can be as short as 30 minutes and you typically don’t communicate with customers until 48 hours beforehand. Remember they are probably tired from jet lag, and although very excited about their shoot, they are also possibly nervous, and most have not had their photos taken in public like this before. Convey confidence, friendliness and that the shoot will be fun and you will take great care of them.
- **Avoid the “P” word.** Be sure you are not referring to yourself or the shoot as “paparazzi.” This term is very off-brand for us and not at all what a Flytographer shoot is supposed to resemble!
- **Reconfirm their preferences.** Review your shoot scoop details and reconfirm with the customers during your 10 minute meet & greet. Sometimes they’ve changed their minds. Things to cover include: goal of the shoot (why), how much direction they want, route, specific shots/groupings/poses they want and the ONE IDEAL SHOT they want to make sure we capture.
- **Focus on capturing natural, “candid” travel photos.** Capture *a few posed shots* at the beginning, to warm them up, but then mostly capture candid moments (our default style), directing as necessary and according to customer preference.
- **Capture the emotional connections between the customers.** Avoid a bunch of shots of them just walking and talking, or where they are all too far away. Laughing, hugging, running, jumping, kissing, having fun...
- **Get everyone in the shot.** We consciously include the whole group in at least half the photos per set. Someone in the group/family is always the photographer, and therefore never in the photos; this is one important reason customers book us. Make sure you confirm any “group shot requests” if there is more than one family/couple on the shoot.
- **Share 3-4 fun or interesting “insider” tips,** such as restaurant recommendations or cool coffee shops, or off-the-beaten track places. Remember they are looking to you as an “informal tour guide” who is sharing local tips like a local friend would.

**The most important thing is the connection.** Customers who are put at ease and have fun during the shoot will remember that feeling long after their Flytographer experience.