



JENN MCKINNEY PHOTOGRAPHY

BEFORE YOU PICK UP YOUR CAMERA

SENIOR PHOTOGRAPHER'S PREP CHECKLIST

BEFORE THE SESSION, CONFIRM

- TIP : NEVER ASSUME YOUR CLIENT KNOWS WHAT YOU KNOW. IF THEY NEED TO KNOW IT, COMMUNICATE IT**

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

2. LOCATION & LIGHT

**DON'T JUST KNOW THE LOCATION.
KNOW THE LIGHT**

- ☐ HAVE I PHOTOGRAPHED AT THIS LOCATION BEFORE?
- ☐ DOES THIS LOCATION REQUIRE A PERMIT?
- ☐ HAVE I CHECKED THE SUNSET TIME?
- ☐ DO I KNOW THE BEST SPOTS AT THIS LOCATION?
- ☐ DO I KNOW THE ORDER I WANT TO PHOTOGRAPHY THE LOCATIONS/SPOTS AND KNOW WHERE I WANT TO START?
- ☐ IF USING MULTIPLE LOCATIONS, HAVE I PLANNED THE BEST ORDER BASED ON LIGHT? HAVE I ALLOWED ENOUGH TIME TO TRAVEL BETWEEN LOCATIONS?
- ☐ HAVE I CHECKED FOR ANY SPECIAL EVENTS OR CLOSURES?

NOTES :

[illegible]

3. WEATHER & BACKUP PLAN

**IF THE WEATHER ISN'T IDEAL, CONTACT
YOUR CLIENT FOR A BACKUP PLAN EARLY.**

- ☐ CHECK THE FORECAST
- ☐ CHECK THE FORECAST, DAY BEFORE AND DAY OF
- ☐ CHECK FOR NOT ONLY RAIN, BUT WIND AND STORMS
- ☐ KNOW YOUR RESCHEDULE POLICY
- ☐ HAVE A BACKUP PLAN IF WEATHER ISN'T IDEAL
- ☐ IF THERE IS A POSSIBILITY OF RAIN HAVE SOMETHING TO PROTECT YOUR CLIENT AND YOUR EQUIPMENT
- ☐ COMMUNICATE ANY WEATHER RELATED CHANGES EARLY.

TIP : COMMUNICATE WITH YOUR CLIENT BEFORE THEY ASK ABOUT THE CHANCE OF RAIN. THEY WILL TRUST YOU.

NOTES :

[illegible]

4. GEAR & EMERGENCY KIT

**ALWAYS DOUBLE CHECK YOUR SUPPLIES
BEFORE HEADING TO A SESSION**

- ☐ CAMERA BATTERIES FULLY CHARGED.
- ☐ MEMORY CARDS READY TO GO WITH PLENTY OF SPACE
- ☐ ANY LIGHTING EQUIPMENT BATTERIES CHARGED.
- ☐ ANY TRIGGERS, FANS, PORTABLE SPEAKER CHARGED.
- ☐ ALL NECESSARY GEAR/LENS PACKED AND CLEAN
- ☐ IF YOU HAVE AN EMERGENCY KIT - CHECK ITEMS
SAFETY PINS - FASHION TAPE - LINT ROLLER - HAIR TIES - BRUSH/COMB
STAIN REMOVER - WATER - HAIR SPRAY - SCISSORS - ETC

**TIP : BEFORE YOU LEAVE: DO A PHYSICAL
“KEYS-PHONE-WALLET-GEAR” CHECK.
BECAUSE WE HAVE ALL HAD THAT
MOMENT.**

NOTES :

[illegible]

5. THE SESSION EXPERIENCE

**YOUR CLIENT SHOULDN'T FEEL LIKE
YOU'RE FIGURING IT OUT AS YOU GO.**

- ☐ DO I HAVE A CLEAR PLAN FOR THE SESSION?
- ☐ DO I KNOW THE LOCATIONS/SPOTS I WANT TO USE?
- ☐ DO I KNOW THE ORDER OF THE OUTFITS?
- ☐ DO I HAVE A GENERAL TIMELINE?
- ☐ DO I KNOW POSES/PROMPTS I WANT TO USE?
- ☐ DO I KNOW WHAT I WANT TO PHOTOGRAPHY FIRST?
- ☐ DO I KNOW WHAT I WANT TO SAVE FOR THE END?
- ☐ HAVE I PLANNED TIME FOR BTS CONTENT?
- ☐ AM I FAMILIAR ENOUGH WITH THE LOCATION THAT I CAN FOCUS ON MY CLIENT RATHER THAN FIGURING EVERYTHING OUT WHEN I ARRIVE?

NOTES :

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6. AFTER THE SESSION

WHAT TO DO AFTER THE CAMERA GOES BACK IN YOUR BAG

- ☐ TELL CLIENT WHAT HAPPENS NEXT.
- ☐ CONFIRM GALLERY/IMAGE SELECTION TIMELINE
- ☐ **CONFIRM IF YOU ARE DOING SNEAK PEEKS**
- ☐ BACK UP IMAGES
- ☐ **IMPORT CULL IMAGES**
- ☐ EDIT SNEAK PEEKS IF APPLICABLE
- ☐ **FOLLOW YOUR EDITING WORKFLOW**
- ☐ SCHEDULE ORDERING APPOINTMENT IF APPLICABLE
- ☐ EDIT, DELIVER GALLERY AND ORDER ANY PRODUCTS

NOTES :

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BONUS : BEFORE THE SESSION

KNOW YOUR WORKFLOW

- ☐ DO I SEND A WELCOME PACKET?
- ☐ DO I SEND A PREP GUIDE?
- ☐ DO I SEND A QUESTIONNAIRE?
- ☐ DO I SEND A SESSION REMINDER?
- ☐ DO I OFFER SNEAK PEEKS?
- ☐ IF DOING SNEAK PEEKS, HOW QUICKLY DO I SEND THEM?
- ☐ HOW DOES THE CLIENT SELECT IMAGES?
- ☐ HOW ARE IMAGES DELIVERED
- ☐ WHAT DOES THE CLIENT EXPERIENCE AFTER THE SESSION?

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CHECKED ALL THE BOXES? NOW LET'S PLAN THE
ACTUAL SESSION.

THIS CHECKLIST HELPS YOU MAKE SURE YOU'RE
PREPARED.



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Session Planning Guide

TAKES YOU DEEPER INTO HOW TO PLAN THE SESSION ITSELF —
FROM THE CONSULTATION ALL THE WAY TO THE DELIVERY OF
IMAGES/PRODUCTS, AND CREATING A BETTER OVERALL CLIENT
EXPERIENCE.

BECAUSE GREAT SENIOR SESSIONS DON'T HAPPEN BY ACCIDENT.
THEY'RE PLANNED.

BEYOND THE CAMERA
HELPING PHOTOGRAPHERS BUILD THE
EXPERIENCE BEHIND THE IMAGE.