

**Start with the why.
Why do you want photos?**

eg. my current headshot feels outdated.

What are your goals for the shoot?

eg. I want to stand out in a crowded industry.

Share your brand story.

What do you do?

For who?

Why do you do it?

What makes you different?

What are your top three brand values?

- 1.
- 2.
- 3.

What three words best describe your brand personality?

- 1.
- 2.
- 3.

How would you describe your tone of voice?

eg. formal or informal

What inspires you?

You can write here or email sample images to hello@allywhitlock.com

What do you want?

eg. one good professional headshot

What don't you want?

eg. I don't want anything too stiff or corporate

Where will the photos be used?

eg. website, printed brochure

Practicalities

How many photos do you need?

When do you need them?

Where will you take them?

Is there anything else that will help us to plan your shoot?