SPECIALIST TRACK: MARKETING FOR DÉCOR, FLORALS AND RENTALS

Styled shoot planner

Lesson: Styled shoots and honest disclosure · about 15 minutes

Plan your next styled shoot around a business goal, with honest labels from the start.

Your business (name, service, main city):

1. **Write the one-sentence goal for your next shoot and the type of client it should bring.**

2. **List the collaborators you want, and why each one's clients matter to you.**

3. **Cost the shoot: cash costs, contributed value, and the number of bookings needed to break even.**

4. **Draft the key terms of your collaboration agreement: images, licences, credits and labelling.**

5. Write the caption opening and disclosure you will use for your first post from the shoot.

Check: can you now

- Plan a styled shoot around a specific booking goal, budget and image list
- Write a collaboration agreement that settles costs, credits and image licences before the shoot
- Label styled, gifted and AI-altered content correctly on your website and social posts

One change you will make this week