

INDUSTRY STANDARDS CHECKLIST FOR PHOTOGRAPHY CLIENTS

1

CLIENT EXPERIENCE

*YOUR PHOTOGRAPHER SHOULD HAVE A
CLEAR PROCESS IN PLACE.*

- Do they respond promptly?
- Can they explain the next step at any point in a project?
- Is their brand recognizable among other, similar brands?

PRICING

*THEY SHOULD HAVE A SET
PRICING STRUCTURE.*

- Can they explain how they will charge you up front?
- Do they have a simple way for you to pay them?
- Do they charge a deposit?

LEGAL

*THEY SHOULD HAVE TAKEN STEPS
TO BE LEGITIMATE.*

- Can they explain how copyright law impacts your project?
- Are model and property releases part of their workflow?
- Do they have a contract or agreement for you to sign?

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2

INSURANCE

THEY SHOULD BE PROTECTED AGAINST ACCIDENTS AND LEGAL ACTION.

- Is their business insured?
- Does this include their equipment?
- Does this include liability insurance?

BACKUPS

THEIR WORK SHOULD BE PROTECTED AGAINST FILE LOSS AND EQUIPMENT FAILURE.

- Do they perform a backup routine after each shoot?
- Is their work saved in more than one place?
- Can they access their backups easily in the event that they need them?

DELIVERY

THEY SHOULD HAVE AN EFFICIENT METHOD OF DELIVERY.

- For prints, do they have quality printing equipment/a reliable printing lab?
- For digital files, do they have an efficient method of delivery that doesn't sacrifice quality?