



SHOOT TO WIN

**PROFESSIONAL PHOTOS
AND CAMPAIGN SUCCESS**



PREPARING FOR A PHOTO SHOOT? NO NEED TO "SHUTTER" AT THE THOUGHT!

Take a moment to review this booklet; it's chock-full of tips. Because whether they're used in print pieces, websites, or video ads, top-notch campaign photos are a must to promote your electability.

Not that it's enough to just peruse this primer. Use it. Especially to develop your itinerary (page 4) and communicate with your photo subjects (page 7).

Sure, all that planning can seem like a hassle, but it pays rich dividends in producing a smooth session and great photos.

And that, of course, is the very picture of success.

A photograph of two hands reaching towards each other in a field of tall, golden grass under a clear blue sky. The hands are positioned in the center-right of the frame, with fingers slightly curled as if about to clasp. The lighting is bright and natural, suggesting a sunny day. The text is overlaid on the left side of the image.

**DETERMINE
SHOTS
NEEDED TO TELL YOUR STORY**

TIME FOR YOU TO CALL THE SHOTS

When thinking through your photo needs, ask yourself: What's the takeaway from your campaign literature? Should prospective voters see you as the voice for education? Crime fighting? A robust economy? Get photos that convey that story.

PLAN FOR SUCCESS

Develop an itinerary for your shoot; put it in writing. Lock in on when and where the day will start and detail each stop after that. Note exactly how much time will be needed at each location. Also factor in realistic travel times from site to site.

Check it out: a comprehensive example of an itinerary can be found at HodasandAssociates.com. Download a blank itinerary form too.

**DEVELOP A
WRITTEN ITINERARY**





**SCHEDULE APPOINTMENTS
WITH PHOTO SUBJECTS**

DON'T SUBJECT YOUR SUBJECTS TO CHAOS

Great! You've been green-lighted for photos at a small business, and the police chief has agreed to be in a picture. Now keep up the good work by keeping your photo subjects informed. Think in terms of the W's: Apprise everyone of Who will be in the shot, What to wear, and When and Where to show up.

Check it out: You'll need a photo release from all of your photo subjects. Download a form from HodasandAssociates.com.

HERE COMES THE SUN (WATCH OUT!)

Raccoon eyes? Squinty eyes? Ah, such a fabulous look on ... No One Ever. But that's what you'll likely end up with during an outside photo shoot at high noon. So when the sun is harsh outside, take the photo shoot inside. A good general rule: Schedule outdoor photos during the morning and late afternoon.

BEWARE OF HIGH NOON





**TIMING
IS EVERYTHING**

TIME IS ON YOUR SIDE – OR NOT

Not all shots are created equal; some are absolutely more critical. What are your priority pictures? Figure them out and always factor in more time for them – they may require special photo equipment. Also: don't underestimate travel time among the shoot locations.

A CLOTHES CALL

A quick word on attire. Plan on a couple changes of clothing: something casual, something business. Also, stay clear of reds and busy patterns in clothes – and quickly quash any temptation to trot out a brand-new hairdo.



CHANGE ATTIRE

DURING SHOOT

WHY GO WITH A PRO?

“But a professional photographer sounds pricey to me ...”

Nothing beats a high quality action-type shot. Professional shooters have the training, equipment and experience to do it right.

Professional pictures, which convey confidence and credibility, are an excellent investment in your campaign.

Be seen in the best light

Your print pieces – and the photos on them – are your representatives out on the campaign trail. So enlist a pro photographer. Armed with light kits, light meters and other equipment, pro shooters manipulate the light in a way that captures the very best image possible.

“No, really, my Uncle Bob can do a great job with the photos!”

No, really, your Uncle Bob can't. Not for your purposes. A campaign piece of literature needs to tell a story and tell it with finesse. Pro photographers understand that and deliver photos that can help you win votes.

The high res low-down

If you want top-notch printed pieces – and you do – you need high-resolution images from pro photographers.

Think of it: Every day, people face an avalanche of images and messages. Cut through that clutter. Get standout campaign pieces with fabulous photos from a pro photographer.

“But I like candid photos. If I plan the shoot it’ll lose spontaneity!”

This is a time for excellent photos, not necessarily spontaneous ones.

Before the photo session, you need to determine: What are your campaign’s overall message and tone? How will the pictures be used? Then use this booklet for tips on developing your itinerary, communicating with your photo subjects, and other important aspects of the shoot.



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