



PHOTOGRAPHY AND VIDEOGRAPHY GUIDE

Upgrade your leasing game with stunning studio photos and videos!



SHOT CHECK LIST

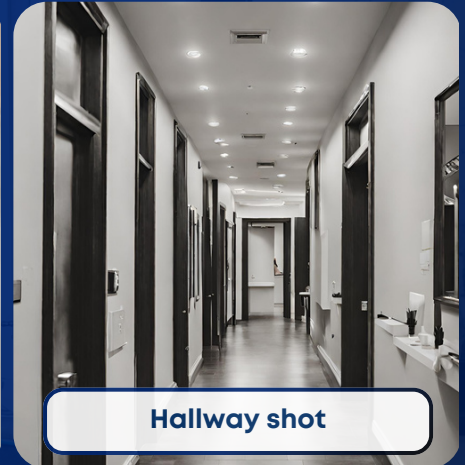
- ✓ Front of the building (close up showing building signage and zoomed out)
- ✓ Entry way (from entering and from leaving angles, seating and TV directory)
- ✓ Hallway shots
- ✓ Shot into the studio
- ✓ Beautiful studio interior shot
- ✓ Shot in the studio with hallway as background
- ✓ Spa studio
- ✓ Double studio
- ✓ Large studio



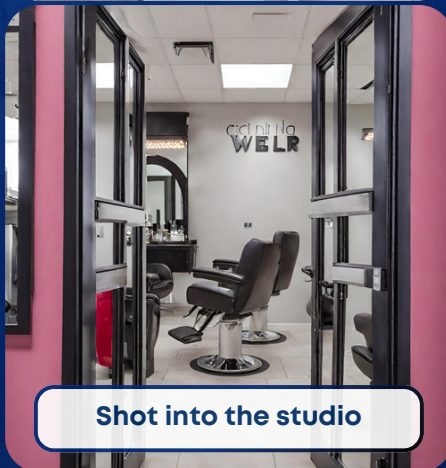
Front of building



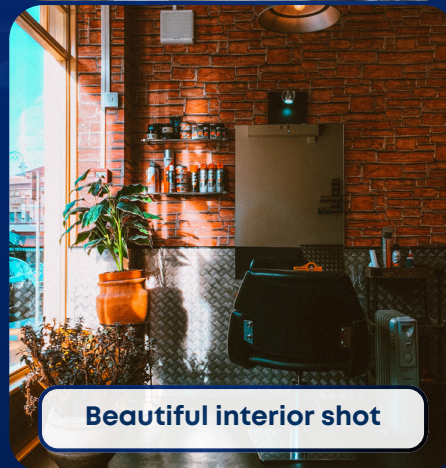
Entry way



Hallway shot



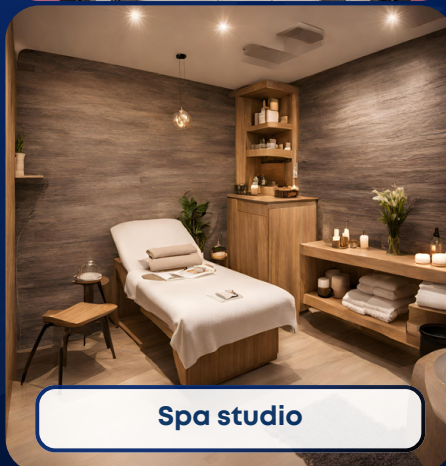
Shot into the studio



Beautiful interior shot



Shot in the studio with hallway as background



Spa studio



Double studio



Large studio

SALON SUITE **PHOTOGRAPHY** GUIDE

SHOT CHECK LIST

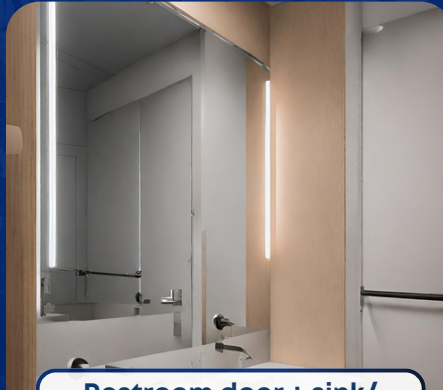
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- ✓ Breakroom
- ✓ Laundry
- ✓ Restroom door + sink/mirror area
- ✓ Pro in their studio sitting
- ✓ Pro pointing at their sign

- ✓ Pro at their door in the hallway
- ✓ Pro at their door with a view into their studio
- ✓ Pro working on hair or guest inside the studio
- ✓ Group hallway shot
- ✓ Ribbon cutting / balloons shot



Breakroom/ laundry



**Restroom door + sink/
mirror area**



Pro in their studio sitting



Pro pointing at their sign



**Pro at their door in the
hallway**



**Pro at their door with a
view into their studio**



**Pro working on hair or
guest inside the studio**



Group hallway shot

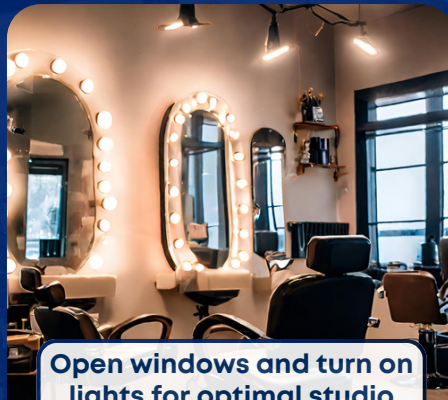


**Ribbon cutting/
balloons shot**

QUICK TIPS



Clear clutter



Open windows and turn on lights for optimal studio lighting



Clean your lenses



Hold the camera steady with both hands to minimize blur



Focus on your subject for clear photos



Get a variety of close up and full body shots



Try different angles (inside-out/outside-in)

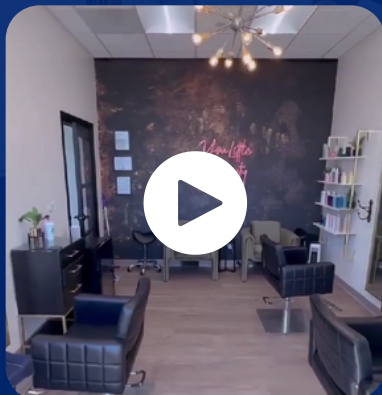


**Social Media (IG & FB):
Shot in portrait position**



**Website photos:
Shot in landscape position**

SHOT CHECK LIST



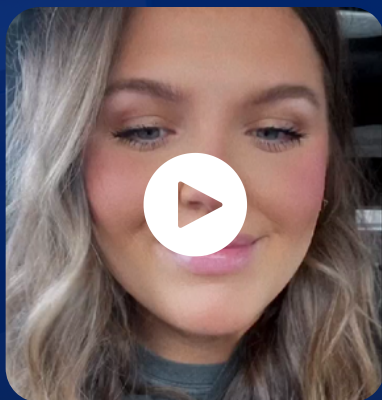
Studio tour

Film studio tour guided by leasing manager or owner.
Take before-and-after shots to highlight the studio's transformation.



Promotional

Have Sola Pro promote their business, covering their services and how to book an appointment.



Instagram Takeover

Let your Sola Pro showcase the day and the life of as a Sola Pro!

- Increase exposure
- Authentic content
- Engagement boost
- Cross-Promotion Opportunities
- Behind-the-Scene Glimpse



Testimonials

Film a Sola Pro sharing their reasons for choosing Sola while spotlighting their love for the community.

Guide questions:

- Introduce yourself (name, business and Sola location)
- In your opinion, what is your experience with Sola?
- In your opinion, what is the best part about being at Sola?
- If someone is on the fence about coming over to Sola, what would you say to them?