

PHOTO CHECKLIST

Get smarter insights | Get better pictures | Get greater results

Based on what you learned about how we make decisions and how we are influenced, keep in mind the below when taking and using images.

OVERALL

- Does it have too much info?
- Does it have enough meaning?
- Is it noisy or is the focus on what you want?
- Does it make a strong first impression?
- Does it show what's in it for the viewer?
- Is it simple or complicated?
- Is your composition guiding the eye?
- Is the lighting helping or hurting?

- Are you using infographics?
- Are you using the Rule of Thirds?
- Are you using lines to direct?
- Are you using white space strategically?
- Are you using visual metaphors?
- Are you using contrastable images?
- Are you cropping out the noise?
- Are you using symmetry?
- Are you aware of your background?
- Are you using different viewpoints?
- Are you using emotion?
- Are you using the eyes the right way?
- Are you using success images?

GRABBING ATTENTION

- Peekaboo principle
- Aha moments
- Familiarity
- Exaggeration
- Attractive
- Fun

SUBJECTS

- Images show aspirational identity
- Success images
- Members having fun
- People (not just real estate)
- Babies
- Smiling
- Vivid
- Well stylized food shots

We're here to help.
Contact me anytime and we'll get you using images the right way.



laura@strategicclubsolutions.com
414-587-9181