

PHO740: Week 8

Presentation 3: Estimates, Production and Invoices

(Start of recorded material 0:00)

Estimates

If you are asked to prepare an estimate, make sure you have all the information you need before sending it to the client. The questions to consider are:

- Who is the client? This might be different from the person who is commissioning you.
- How many shots are required?
- What shots are required?
- How will the images be used?
- How long will they be used for?
- How long, when and where will the shoot take place?
- Who is doing the production of the shoot?
- How did the client give you an idea of budget?

Prepare a professional estimate on your letterhead paper. Do not forget to attach your terms and conditions of business, your VAT registration number (if applicable) and your company registration number (if applicable).

Send the estimate to the client, re-iterating your interest in the project and let them know to not hesitate to contact you if there is anything else you can do. If you do not hear back from the client within a week, then give the client a subtle nudge. Do not call the client on a daily basis and retain a professional attitude, even if the client decides to give the job to another photographer. If you do get the job, then you will have to move on to producing it.

Production

You've got the job, now what? It's important for the success of your business that you are able to follow through and deliver your services smoothly and professionally. Every shoot, no matter how small, requires a production. On some shoots all that is needed is a photographer and a camera, others, however, require large crews, special permits and

weeks of production and preparation. Here is a list of things to consider of what you may need when you produce a photo shoot:

- A camera and digital equipment
- Other photography equipment, such as lighting
- Photographer's assistants
- A producer
- A re-toucher, post production
- Studio hire
- Backgrounds
- Set building
- Locations
- Location permits
- Casting director
- Models
- Stylist
- Wardrobe
- Props
- Stylist's assistant
- Hair and make up artists
- A groomer
- Travel
- Fixer
- Visas
- Accommodation

The best way to source all of the above is personal recommendations from someone experienced. Once the brief and your estimate has been agreed, the following steps of production (if applicable) should take place in the following order:

1. Sign off your brief and estimate

2. Plan the shoot
3. Hire and brief the production team
4. Prep and permissions
5. Core sheets

Then the shoot day and finally, the delivery of the images.

Once you have finished your shoot, collate all of your expenses and associated invoices and prepare the final invoice to send to the client. See the example from Lisa Pritchard...

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