

PHOTOSHOOT CHECKLIST

DR. PHOTOS

- Professional photos of each Dr. (business attire, lab coat, scrubs)
- Friendly, relatable photos of each Dr. (casual clothes)
- If more than one doctor, be sure to take a group shot

TEAM PHOTOS

- Individual portraits of each staff member
- Get a group shot of each team (all doctors, all hygienists, all front desk, etc.)

WORKING PHOTOS

- Front desk staff answering phones
- Front desk staff helping patients fill out paperwork
- Team interacting with patients
- Doctor(s) and/or various team members looking at paperwork or x-rays, “discussing” treatment plans
- Doctor(s) talking with patients in the operatory
- Doctor(s) talking with patients in the consulting room (maybe looking at a wax-up or treatment plan)

CULTURE / LIFESTYLE

- Fun team shots (holding signs, jumping, funny faces, etc.)
- Team members laughing with each other and with patients

PRACTICE PHOTOS

- Exterior (building, signage, etc.)
- Interior (waiting room, front desk, operatories, sterilization, etc.)
- Misc. office shots (colorful toothbrushes, close up of in-office branding, logo on scrubs, retainer cases, office decor, etc.)

COMFORTS + TECH

- Doctor holding intra-oral camera while a smiling patient sits in the chair
- Patient looking comfortable in the chair with headphones and a blanket, etc.

AREA PHOTOS

- Local landmarks, surrounding areas, and other notable locations
- Team in your community (volunteer work, favorite restaurants, etc.)

See REAL client photography examples on your **Welcome Roadmap Page**:

tinyurl.com/welcome-roadmap

REMINDERS

Instead of trying to stage perfectly “authentic” dentistry, opt for relatable, comforting poses.

Avoid the following:

- scary-looking dental instruments
- face masks in photos
- open mouths (not attractive)