

COLLAB CHECKLIST

Whether it's your first product photography collaboration or your 50th, managing your workflow can be a daunting task for both participants. That's why we've created a checklist to organize your collaboration from the first point of contact, all the way through uploading the images to your website or portfolio.



MAKE A POST OR COMMENT

Decide first whether it makes more sense to search the group for recent collab posts, or to make your own post in search of a collab. If you have a specific deadline, style or product in mind, it's probably best to make your own post. If you have any particular requests (like a turnaround time less than two weeks for images, or a certain type of product), be sure to include that in your initial post or comment. This will help to ensure that whoever you work with will be a good fit for your needs.



MESSAGE OR EMAIL YOUR COLLAB PARTNER

Once you've found someone you'd like to work with, it's time to take communication to your messages on facebook or instagram, or over to your email. Let them know where to communicate with you--some messages are filtered based on tight privacy settings so it's important to let them know to expect your message. You should confirm that you'd like to collab with them, which products will be traded, how many photos exchanged per item, turnaround time for both parties, and any specific requests.



FILL AND SIGN AN AGREEMENT

Trust us on this--it's worth the five minutes to fill out a collab agreement. Our agreement is free and easily accessible, and it's completely tailored to our members of our facebook group. We've thought of all the common problems in communication so that you don't have to. Be sure to read over every section carefully, and be as specific as possible on your turnaround time, shot requests, price for extra images if applicable, and more.



SHIP THE PRODUCTS TO THE PHOTOGRAPHER

Shop owners should send the items for collaboration by mail at the expense of the shop owner. Be sure to package products well and send your best. When you have tracking info, send that to the photographer as a courtesy so they know when to expect your products to arrive. If a package is lost or stolen, this will help both parties spot the issue swiftly. When the photographer receives the products, they should check for damage and let the shop owner know they received everything.



DELIVER PROFESSIONAL PHOTOS

The photographer will now need to shoot the products, edit the agreed number of images or a larger gallery for the shop to select from, and deliver them in an online gallery or other high quality proofing/delivery platform. Photographers should treat shops exactly as they would a client in terms of image quality, communication, and file delivery.



DOWNLOAD, BACKUP, AND SHARE THE IMAGES

Either person may share the images in the group, on their website and social media, and in their advertisements in print and online. Shops cannot alter the images beyond adding promotional text (watermarking or adding filters is not allowed), and neither party is required to tag or otherwise promote their collab partner when sharing images. Shop owners will need written permission from their photographer to share the images with any third party, like a magazine, blog, or wholesaler.

As the leading platform for this type of collaboration, Let's Collab is always on the lookout for ways to facilitate the process between professional photographers and small shops. If you have any tips to share about the collaboration process that you think belong on this checklist, let us know. We'd be happy to share with our audience.

