

COLLAB TIPS

Tips for Shops & Photographers

Make sure it's a good fit

It's important to do your research before committing to a collaboration with someone new, especially if you're planning to collaborate for an important deadline like a website launch or a styled shoot. Likewise, if a shop has high value items, it's crucial to select a photographer that's going to follow through in a professional and timely manner. To see if your potential partner is a good fit, check their website or portfolio, read reviews, and search their name in the group.

Treat them like a client or customer

Photographers, spend time asking questions and getting some feedback from the shop you're collaborating with. Try to understand their branding and their target market. Then, plan your shoot for their style, so that it's beneficial to both of you. Treat them with the same level of professionalism that you would with a client. Shop owners, treat your photographers as you would any other paying customer. Make sure your products are packaged well and that your items are in great condition. Don't send empty bottles or fake products unless you're also sending the real deal. The product is the payment for the service.

Use a checklist to keep organized

It can sometimes be difficult to organize your workflow when it comes to collaborations, so it's best to make use of our checklist to ensure you're not missing any vital detail in the timeline. Our checklist is for both photographers and shop owners, and it covers the basic workflow from first contact to image sharing.

Communicate often

Out of all the issues we've dealt with on the administrative side of the group since 2017, you'd be hard pressed to find any that don't come from an issue with communication. Common problems include a photographer sending images that don't match the shop's brief, a shop sending products that the photographer wasn't expecting, or a deadline being missed after someone says "take as much time as you need." You should communicate at every part of the process to check in with your collab partner: when products are shipped, when products are received, when a shoot is complete, when photos are ready, or when an emergency comes up and a new agreement is proposed entirely. When in doubt, communicate.

Set expectations

Always express your expectations for the collaboration. It's a good practice to have the terms for your agreement clearly outlined and accessible to both parties. We recommend using our collaboration agreement, which is free, easily accessible, and available as a google form or pdf. It's not a good idea to leave gray areas regarding how many images will be exchanged, how many items sent, whether items come as a set or if they're only sold separately, if models are needed, or if any other shot requests are noted. The collab agreement prompts all of these questions, so go over each part carefully and make sure you agree to the collab partner's response before sending items or providing an address.

Minimizing Risk

While collaborations are generally easy going, enjoyable, and problem free, it's worth noting that there are always risks involved. For this reason, both shop owners and photographers can benefit from a contract, whether it's legally drafted or more casual. We recommend our free collab agreement, which was specifically designed for the members of Let's Collab.

We hope you found these tips helpful. Happy collabing!

