



WHISKEY
& LAVENDER



IMPORTANT

Gear To Have In Your Bag

Having the tools to successfully complete your job is important.
View practical suggestions inside. It's not the tool that makes the artist.





Hey There!!

I'm happy you downloaded this guide!
I'm Jacqueline Morgan,
Real Estate & Design Photographer, Educator,
Wife, Momma to 3, and lover of
Salt + Sand + Ocean Waves!

Having photographed thousands of properties, my goal is to take my experience and passion for creating a positive client experience and provide photographers with education and support to pursue their own life-changing business! I enjoy creating informational content that will supply you with the tools needed to craft your own positive, memorable, and efficient brand of photography.

Here's To Grand Future Projects!!

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Gear List

There isn't a one size fits all for styles of photography. Photographers who specialize in the same niche, will achieve their end results with different approaches, different gear, different lighting, editing, etc. So even though I am listing off gear below, don't think you need everything on this list to be professional. The main items you need are a camera, wide angle lens, flash unit, a tripod, and an editing software. *Keep in mind that having backup gear available is important

Camera:

- Full Frame
- Cropped Body

Lenses:

- Full Frame: 16-28mm, 17-35mm, 20mm
- Cropped Body: 12-24mm
- *For design: 35mm, 50mm, 85mm, macro 100mm could come in handy

Flash Unit:

Single off camera flash unit that attaches to the camera's hot shoe. You'll need the capability to manually select the output ranges and rotate the head 180 degrees around and up to a 90 degree tilt.

Tripod:

Any stand that goes from 2ft-7ft works well for normal sessions.

Editing Software:

- Adobe Lightroom
- Adobe Photoshop
- Gimp

Height Extenders for Exterior Images: *Optional

- Ladder
- Drone *Must be licensed to operate
- Camera Pole