ONE HOUR. USEFUL CONTENT.

Start with four good shots.

Choose the cards that answer your customer's question. Confirm permission, wipe the lens, check the light and record a short test before the session.

01 / THE SETTING

Where does this happen?

One wide frame that makes the place or work understandable.

Step back. Keep the useful surroundings in view.

02 / THE DETAIL

What will they want to see?

A specific product, material or finished detail that matters to the choice.

Move closer. Keep the subject crisp and the context honest.

03 / THE ACTION

Show one thing happening.

One complete action: preparing, making, checking or helping.

Hold still. Record the beginning and the finish.

04 / THE PERSON

Who is behind the work?

A person doing something real, with permission to photograph and share.

Let them work. Do not force a posed smile.

Capture first. Choose the format after you know what is useful.

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05 / THE ANSWER

What do customers ask?

Record one clear answer to a question from a real conversation.

Use a quiet spot. Check that the audio is understandable.

06 / THE CHOICE

Help someone compare.

Show a real difference between appropriate options.

Use the same angle and light. Avoid misleading comparisons.

07 / THE CONTEXT

What makes this relevant?

A genuine local detail that connects to the customer’s experience.

Show the relationship. A scenery shot alone needs a reason.

08 / THE NEXT STEP

Make the action clear.

A current sign, available offer or practical detail that supports the next step.

Check accuracy. Test any destination link before publishing.

Capture first. Choose the format after you know what is useful.