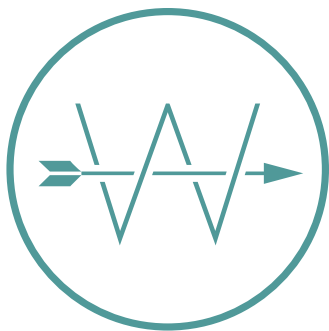


Wonderist Client Photo Guide

**TAKING YOUR PHOTO GAME
TO THE NEXT LEVEL**



WONDERIST



WELCOME TO WONDERIST!

It's time to take your photo game to the next level. Our photo guide will walk you through the process, step-by-step, so you get all the images you need for your website and social media in one day! You can use a DSLR camera if you have one, but as long as you have a smartphone, this guide will work for you!

This guide is brought to you by Wonderist Agency, a full-service dental marketing agency based in sunny San Diego. Learn more about our services and work at wonderistagency.com.



IN THIS GUIDE, WE'LL COVER:

KEY SHOTS & PRO TIPS

- Headshots and Team
- Front of the Office
- Waiting Area
- Amenities
- Front Desk
- Operator
- Other Office Areas
- Technology
- Detail Shots

HELPFUL CHECKLISTS

- Photoshoot Checklist: Shot List
- Photoshoot Checklist: Day Of





KEY SHOTS & PRO TIPS



HEADSHOTS AND TEAM

There is no better asset than your team! So why not share them with the world? You should collect headshots for every doctor and every team member at your office.

HEADSHOTS

Orientation

You'll want to get both **portrait** (*vertical*) and **landscape** (*horizontal*) photo orientations.

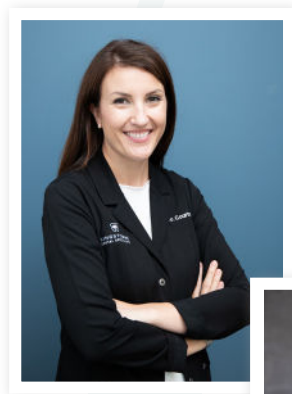
The more variety we have to work with, the more it will enhance your marketing and online presence.



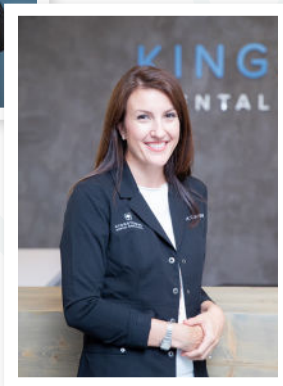
Portrait
(Vertical)



Landscape
(Horizontal)



Solid Colored
(Easier for editing)



Visual Interest

(e.g. in front of reception desk)

Background

Make sure to find a place, like a **solid colored** wall, to take a few headshots with a neutral background. This will not only give you a simpler option, but it will also make it easier if you decide to cut out the background later.

Be sure to take headshots against a neutral background as well as one with **visual interest**.

PRO TIPS!

- Pick a Side.** When you are taking a horizontal photo with one or two subjects, pick a side! Having the subject(s) off to the left or right of the frame not only makes the photo more interesting, it also allows you to use the photo in more marketing efforts like mailers, website mastheads, etc.
- Turn Your Shoulder.** Have your subject slightly turn one shoulder toward the camera. This creates depth as well as a more flattering position for your subject.



THE TEAM

After headshots, get the team together for a group photo. Make sure this one is horizontal. Vertical team shots don't look quite as nice.



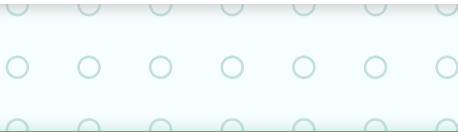
PRO TIPS!

- Switch It Up.** Try taking multiple photos in different locations. If you have a good-looking facade to your building, try one in front of the office.
- Get Local.** If there are local monuments or landmarks nearby, try getting a few shots in those areas. Localization will tie you to the community and make you more memorable to patients.



FRONT OF THE OFFICE

A few shots of your office build will help patients recognize your practice when they visit for the first time. If your office is in a strip mall or isn't very appealing, at least get a shot of your signage or front door.



PRO TIPS!

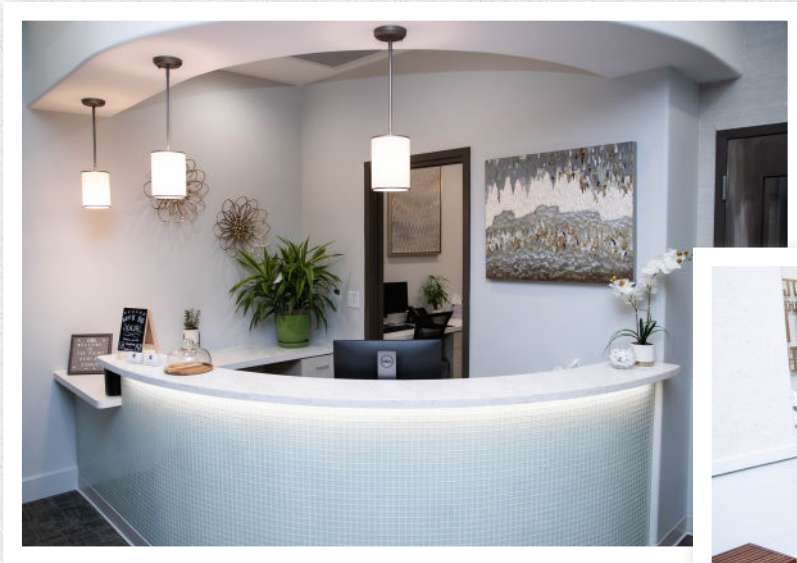
- Check the Angle.** Take these photos at an angle. Flat photos can feel like the natural choice, but rarely work for architecture.
- Play with Distance.** Take some at different distances so you can get the whole office as well as a close-up of signage or the entrance.





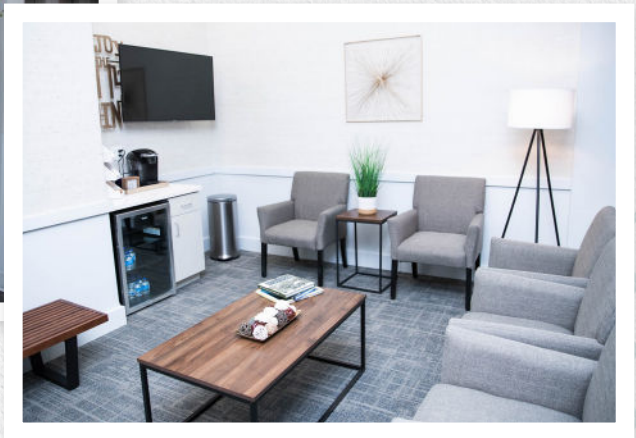
WAITING AREA

The waiting room is where your practice makes its first impression. You want to make sure it is a good one.



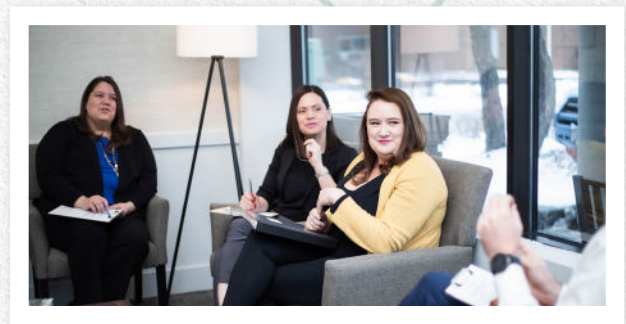
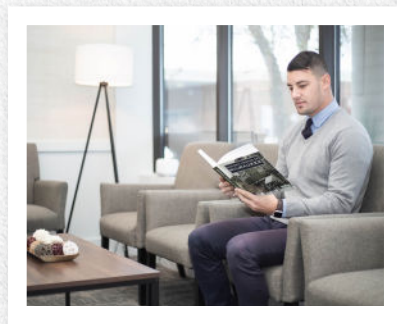
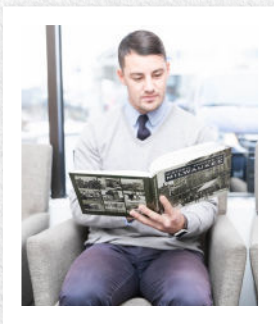
Wide Camera Angles

Keep camera angles wide so you can show off the whole space.



Show People

It's also good to show people enjoying the waiting room. Take both horizontal and vertical photo orientations for these as well.



PRO TIPS!

- Keep It Clean.** Make sure the waiting area, as well as the rest of the office, is immaculately clean! This includes any tissue holders, pamphlets, or smudges on surfaces such as pictures, windows or glass doors.
- Use a Wide Lens.** Use a wide lens or Panorama mode on your phone to capture as much of the room as possible.



AMENITIES

Your office is more than just tech and operatories. Use these photos to highlight some fun or special amenities your practice offers. Anything from the kids play area and a coffee station to noise-canceling headphones and Netflix could be the comfort that tips the scales in your favor.



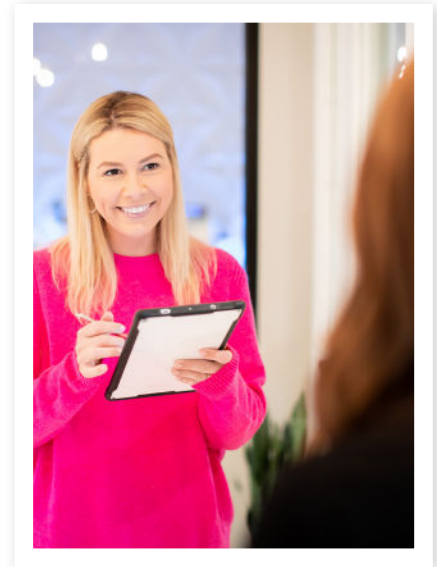
PRO TIPS!

- Try Close-Ups.** Make sure the amenity you want to show off is very clear. A close up of a coffee station will do better than a wide frame photo.
- Focus.** Triple check that the amenity you want to highlight is in focus and the focal point of your photo.



FRONT DESK

Your front desk is normally the first interaction a patient will have with your team. You want to make sure you show happy, smiling faces of both patients and team members.



This is also a great opportunity to show off any special details that make your practice stand out. The sky is the limit on this one. It could be anything – even cookies!



PRO TIPS!

- Keep It Clutter-Free.** Make sure the front desk area is clear of any unnecessary clutter. We want people focusing on the team, not nit-picking a messy desk.
- Create Interactions with Patients.** Have a team member hand a clipboard to a patient. If you are a paperless office and use iPads for sign in, this could be a subtle nod to your tech-forward office!

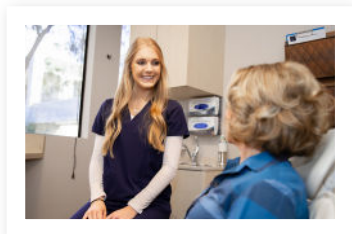
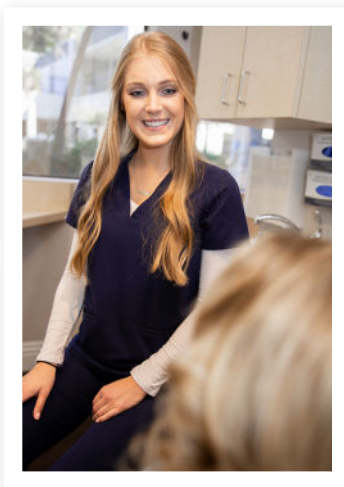
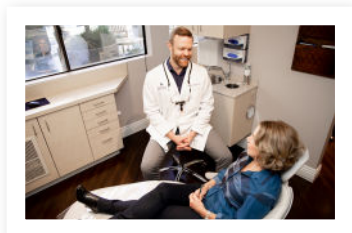
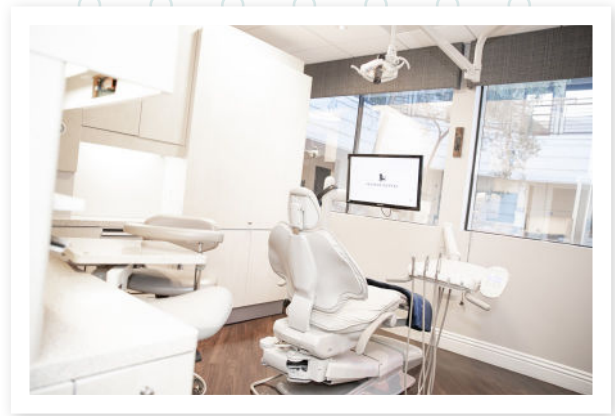


OPERATORY

Now, let's capture where the magic happens!

Whole Room

Start with some wide-angle shots to show off the whole room like you did with the waiting area.

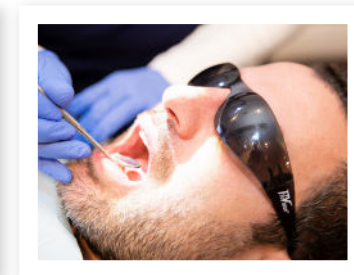
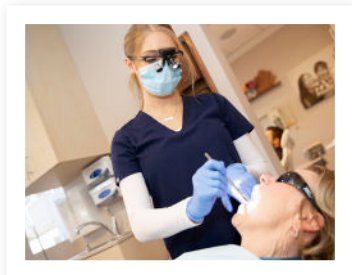


Patient Interactions

Take a few shots of team members and doctors interacting with patients.

Mock Exam

Stage a mock exam to show patients the experience they can expect at your office. Stay away from using pointy or sharp tools — a mirror will do just fine.



PRO TIPS!

- Upward Angle.** Wide shots of the operatory should be shot from a low angle looking up, if possible. It will make the room feel larger.
- Follow Safety Guidelines.** For mock exams, make sure all safety guidelines are being followed! For example, never have your mask down while performing an exam. There are times to adjust things for a better photo, but this is not one of them.



OTHER OFFICE AREAS

If you have an aesthetically pleasing private office or consultation room, this is the perfect opportunity to show it off.



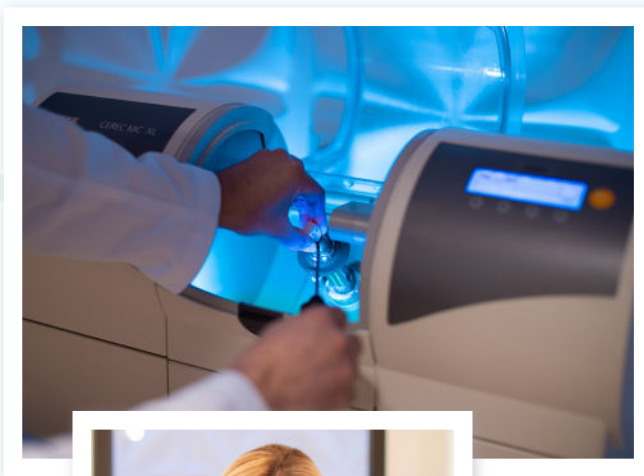
PRO TIPS!

- Mind the Screens.** Make sure you have something displayed on any monitors in your office so you have something to reference for the photo. This creates an easy interaction with the patient in the photo, making the image more interesting. You can use x-rays, models, etc. Just make sure any names or personal information is not in focus.
- Tidy Up.** Clear everything off of the desk and shelves (aside from any well-curated items) so the viewer can focus on the interaction you're creating with the patient.

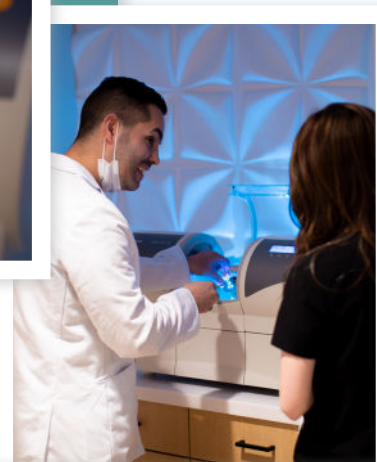


TECHNOLOGY

Technology in dentistry is so cool these days! Take some photos that highlight your tech and show the benefit of that technology to the patient.



← CEREC machine



Paperless office
(e-forms) ↗



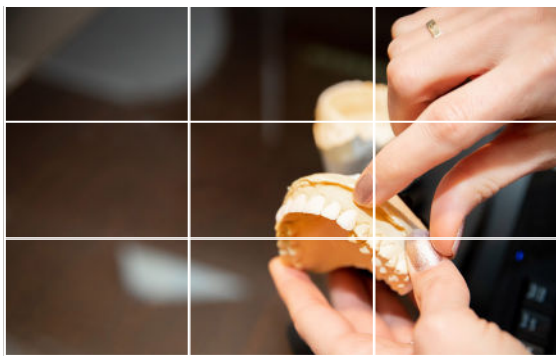
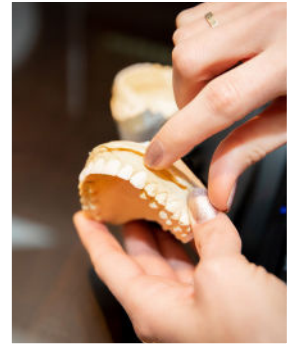
PRO TIPS!

- Check the Angle.** Taking these shots from an angle will go a long way to give the photo some depth.
- Don't Be Afraid to Show Off.** Make sure to show off any and all technology that will help you stand out from your competitors in your area. You may think some of these tools aren't worth highlighting, but it could make all the difference to a potential patient.



DETAIL SHOTS

You'll have the bulk of your photos done at this point, but now it's time to highlight the details and personal touches that make your office unique to you. These can be dental models, branded collateral or brochures, diplomas, personal pictures, etc.



The Rule of Thirds

Imagine a 3x3 grid over your photo (if you're using a smartphone, grids will display automatically). Play with the placement of the subject in relation to these grid lines. See how your subject looks in the lower third of the photo instead of right in the center. You never know what might catch your eye and really stand out!

PRO TIPS!

- The More, the Better.** For detail shots, take pictures of everything and anything in your office. You can always decide not to use a photo, but it can be difficult to make the time later to capture that shot of your water pitcher as the light hits it from behind (hint, hint).



HELPFUL CHECKLISTS

PHOTOSHOOT CHECKLIST: SHOT LIST

Use this checklist to make sure you get all the photos you need to flesh out your website and make your social media channels stand out!

YOUR SHOT LIST

THE BASICS

Be sure to have your bases covered with these core shots:

Headshots

- Doctor(s)
- Team Member(s)

Team Group Shot

- Near Office
- Alternate Location

Exterior Front Office

- Building
- Entrance
- Signage

Waiting Area

- Whole Room - Wide Angle
- Patient(s) in Waiting Area

Front Desk

- Team Member(s) with Patient(s)

Operatory

- Whole Room - Wide Angle
- Team Member(s) with Patient(s)
- Doctor(s) with Patient(s)

THE DETAILS

These may vary, depending on your space:

Amenities

- Kids Play Area
- Coffee/Beverage Bar
- Netflix & Headphones
- Heated Blankets
- Other: _____

Other Office Areas

- Consultation Room
- Finance Office
- Patio
- Other: _____

Technology

- Digital X-Rays
- iTero Scanner
- Milling Unit
- Cone Beam Scanner
- Other: _____

Detail Shots

- Paintings
- Dental Models
- Personal Items
- Diplomas
- Plants
- Other: _____

PHOTOSHOOT CHECKLIST: DAY OF

Use this checklist to make sure you are ready to rock and roll on the day of your shoot. Following this guide will help prevent hiccups on the day.

A CLEAN OFFICE.

You want to show your office at its absolute best! So make sure it's camera-ready with clutter-free countertops and tidy rooms. This way you can get started right away on the day of the shoot.

- Clear All Countertops.** No tissue boxes, no knick-knacks.
- Clean Reflective Surfaces.** Make sure all windows and glass are smudge-free.
- Tidy Up Meeting Areas and Operatories.** No storage/extra items in sight.

STAFF ATTIRE.

These images should be a true representation of you and your team, so everyone should dress how they normally would at the office.

- Dress Uniformly.** If the staff normally wears scrubs, make sure they are matching the day of the shoot.
- Pack an Extra Outfit.** Ask your team to pack one "casual" alternate outfit (jeans and a shirt) in the event that someone needs to act as a patient.
- Keep it Simple and Brandless.** Avoid wearing any patterns or colors that are too bright. Blues, blacks, and purples show up well on camera; neon yellow, bright green, etc. do not. Steer clear of wearing clothing items that feature any logos that are not part of the practice's branding.

MODELS OR PATIENTS.

Asking patients to join you on the day of the shoot will make the images feel more realistic and give you more variety in your photographs.

- Have Stand-Ins Ready.** If it's not possible to recruit actual patients for your photoshoot, ask family or friends to stand in.
- Stick to the Dress Code.** They should follow the same attire guidelines listed above.

MAKEUP AND HAIR.

The staff, and anyone else who will be on camera, should show up to your office camera-ready on the day of the photoshoot.

- Arrive Camera-Ready.** Anyone who will be on camera should arrive ready to go.
- Prepare for Touch-Ups.** Instruct all participants to bring anything they may need for touch ups throughout the day (i.e. makeup, brushes, hair care products, etc).

RELEASE FORMS.

You will need to have permission from every person you photograph (other than staff) in order to use their likeness for your marketing materials.

- Have Release Forms Ready.** Print out release forms for the day of the shoot, and have everyone sign them before you get started.

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