

Soona AI Shoot Prep Checklist

1. Prepare Your Product Before Shipping

- Clean and inspect your product before packaging.
- Secure all components to avoid damage during transit.
- Include multiple units or angles if needed for variety.

2. Write a Clear Visual Brief for the Studio

- Describe your brand style (minimal, colorful, bold, etc.).
- Specify must-have angles (front, side, lifestyle, etc.).
- Mention background preferences or props if any.

3. Choose the Best Format

- Select aspect ratios: 1:1 for Amazon, 9:16 for TikTok, 16:9 for websites.
- Decide between photo, video, or GIF formats.
- Clarify intended platform use in your brief.

4. Repurpose Your Content Across Platforms

- Crop photos for different platforms.
- Add overlays or captions for TikTok & Reels.
- Use the same shoot for ads, listings, and newsletters.