LYNCH VISUAL WORKS

THE PLANNING GUIDES · COMMERCIAL PHOTOGRAPHY

Plan your commercial photography coverage

Turn the assignment, visual references and operational details into one commercial photography inquiry.

Step-by-step guide · October 20, 2026 · Screenshots of the live site

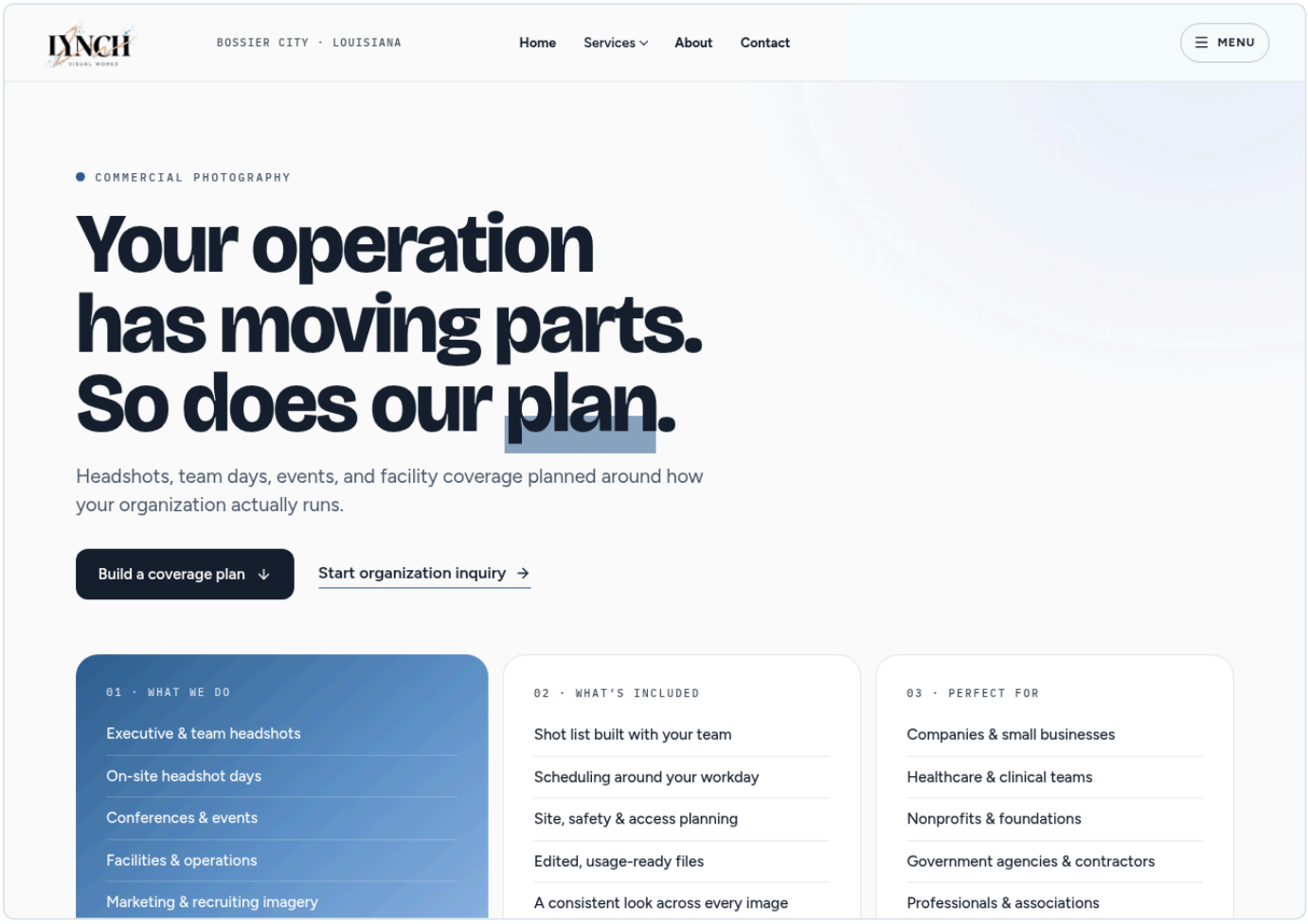
> **One plan. One final inquiry.**
> Reference links, notes and choices can travel with the inquiry or shared link. Uploaded pictures and screenshots stay in the originating browser; they are not attached to the inquiry. Use Print or save PDF and check the exported file to retain pictures. Browser storage may be cleared or unavailable; a shared link is not a secure cloud backup.

Start at https://www.lynchvisualworks.com/organizations

STEP 01

Start with your service page

Choose the guided planner



Actual LVW interface · demonstration inputs only · captured October 20, 2026.

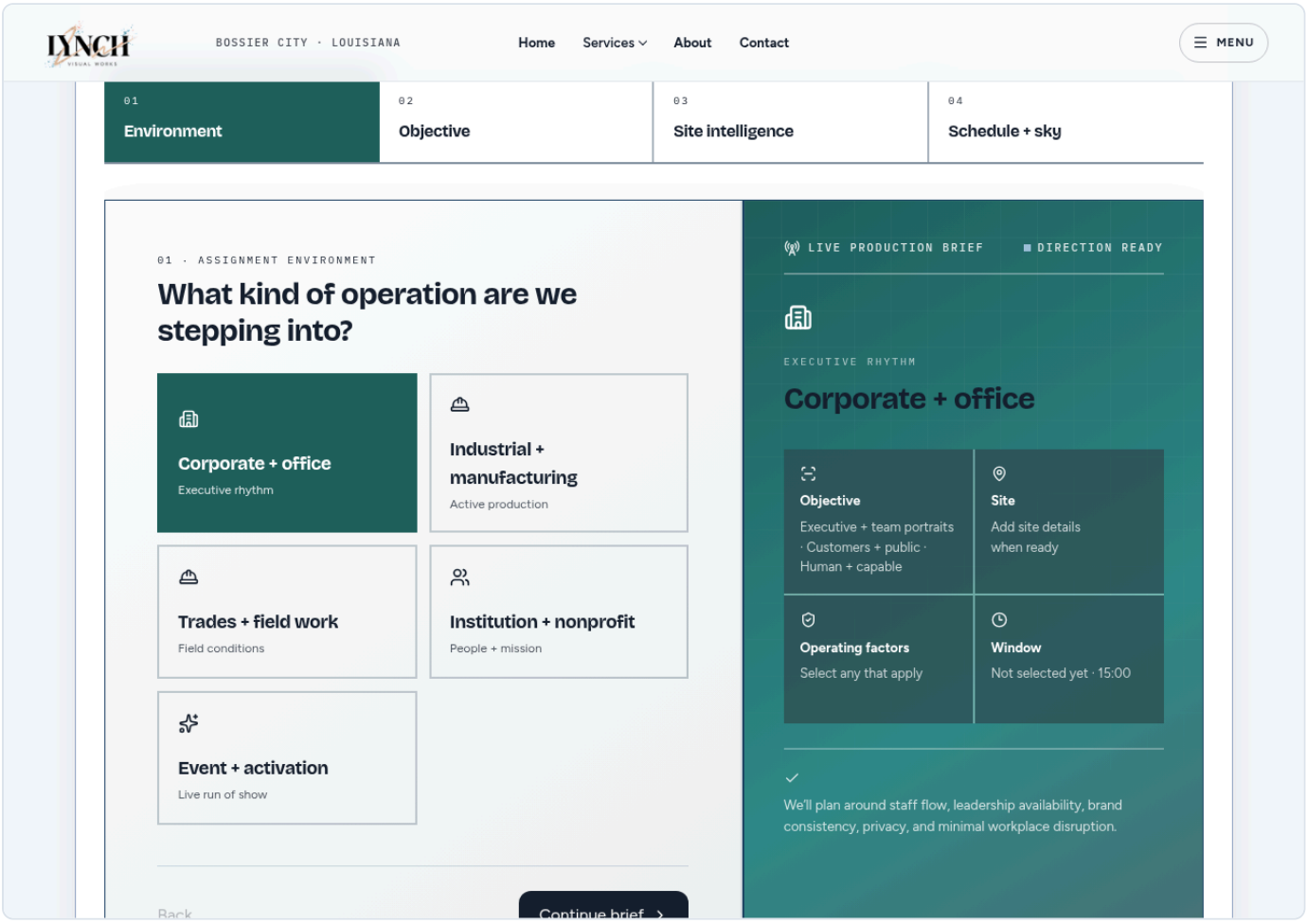
Open /organizations. Use Build a coverage plan to begin planning. If you already know exactly what you need, the direct inquiry remains available; choose one route rather than sending the same project twice.

> **Start the planner; do not submit an inquiry yet.**

STEP 02

Choose what you are planning

Give the session a starting point



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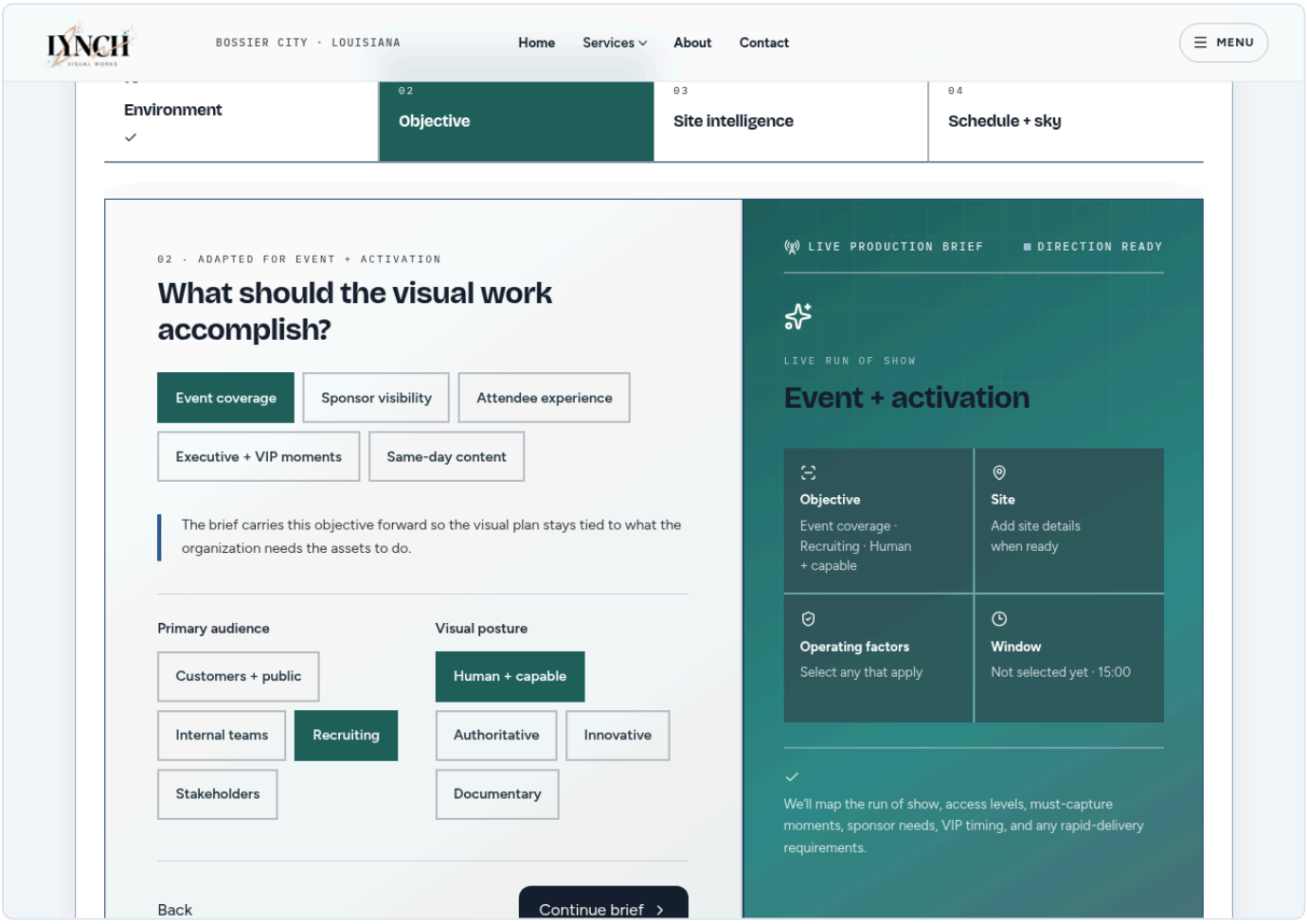
Choose the environment closest to the assignment, such as a workplace, headshot day or event. You can refine the details later. These choices help LVW understand the assignment; they do not reserve a date or create a booking.

> **Choose the closest fit, even if you are still deciding.**

STEP 03

Shape the direction

Explain the feeling and purpose



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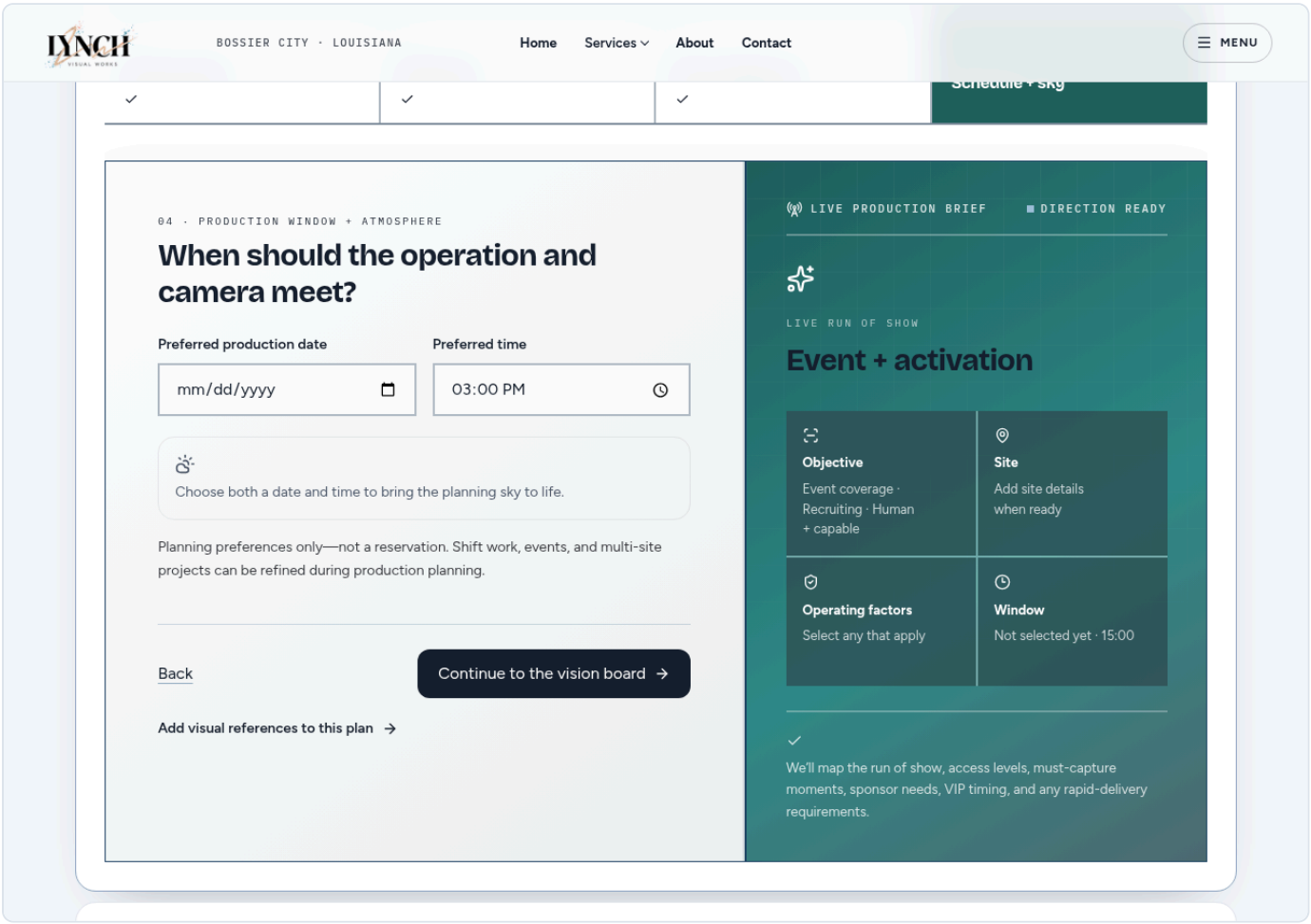
Choose the objective, audience and visual posture. Think about where the photographs will work: recruiting, communications, leadership or an event story. Use the available choices to communicate what matters. You do not need to know photography terminology or arrive with a finished creative brief.

> **Think about what the photographs need to communicate.**

STEP 04

Add practical details

Continue to the Vision Board



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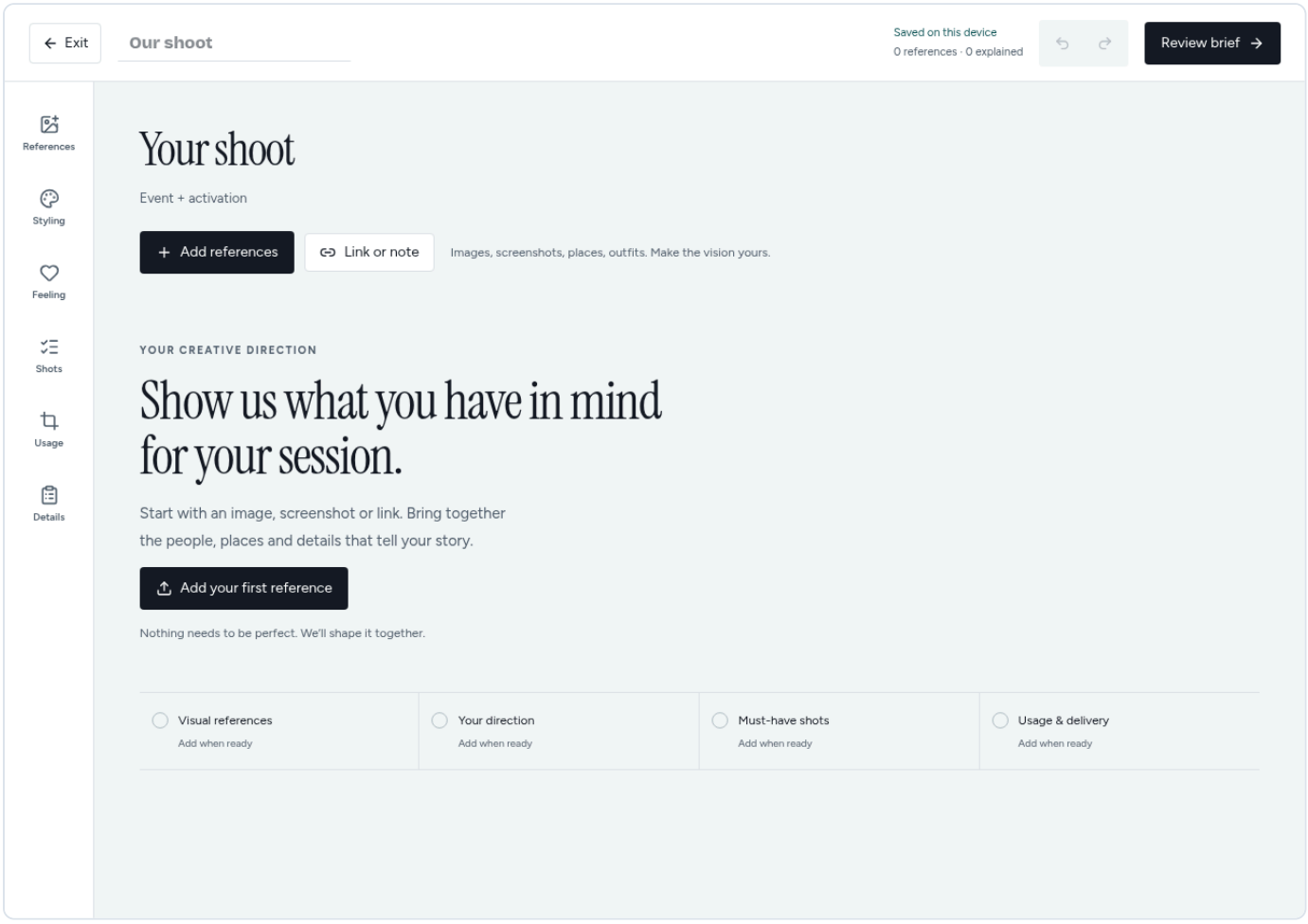
Enter the location, date and timing you know. Leave uncertain details open. Select Continue to the vision board: your choices travel with you, and no inquiry has been sent at this point.

> **Continue to step two before sending your project.**

STEP 05

Make the board yours

Add images, screenshots, links or notes



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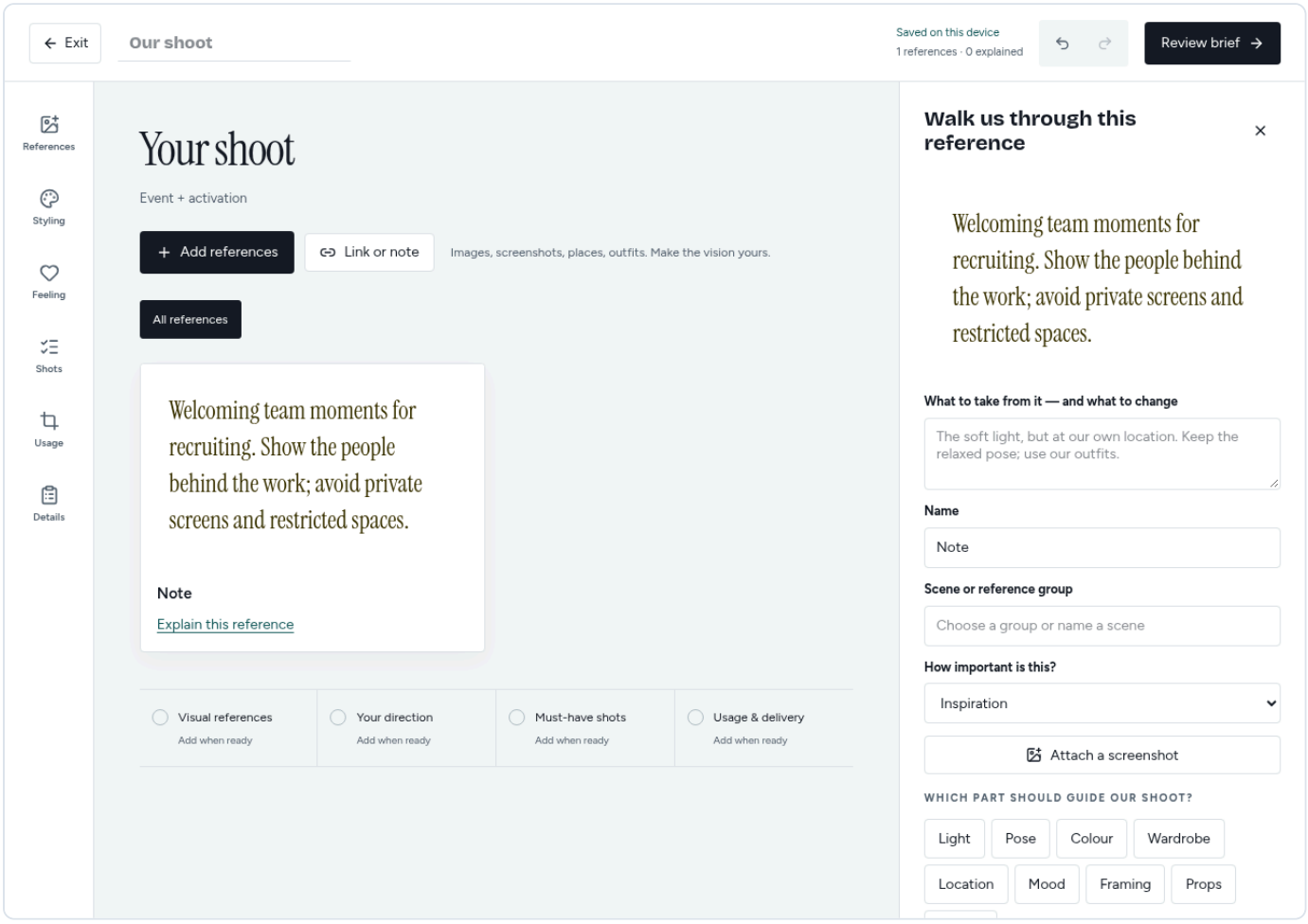
Name the board so it is easy to recognize. Add references with Add references, or choose Link or note to describe an idea without a picture. References are optional; you can still plan a useful session without them.

> **Use your own references. The board does not add stock examples for you.**

STEP 06

Explain each reference

Tell us what to take, change or avoid



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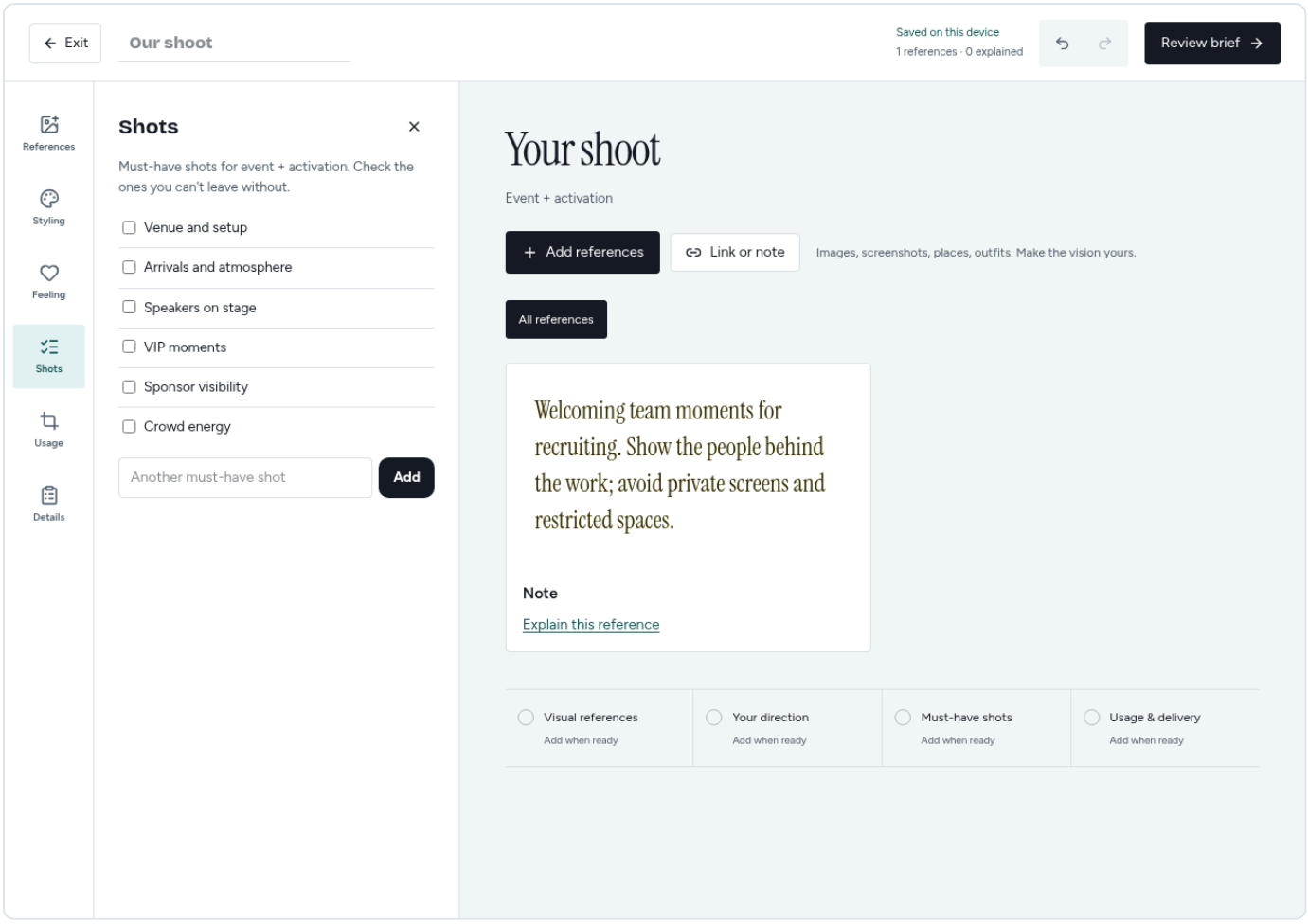
Open a reference to write its explanation. Name it, assign a scene/group, mark its importance, and select useful tags such as Light, Pose or Wardrobe. Use Mark what to avoid when the example shows something you dislike. Move earlier/later offers a non-drag ordering method. A saved link retains its source; attach a screenshot if a visual preview is needed.

> **Example: “Keep this light, but use our location and outfits.”**

STEP 07

Choose the moments that matter

Use Shots to record your priorities



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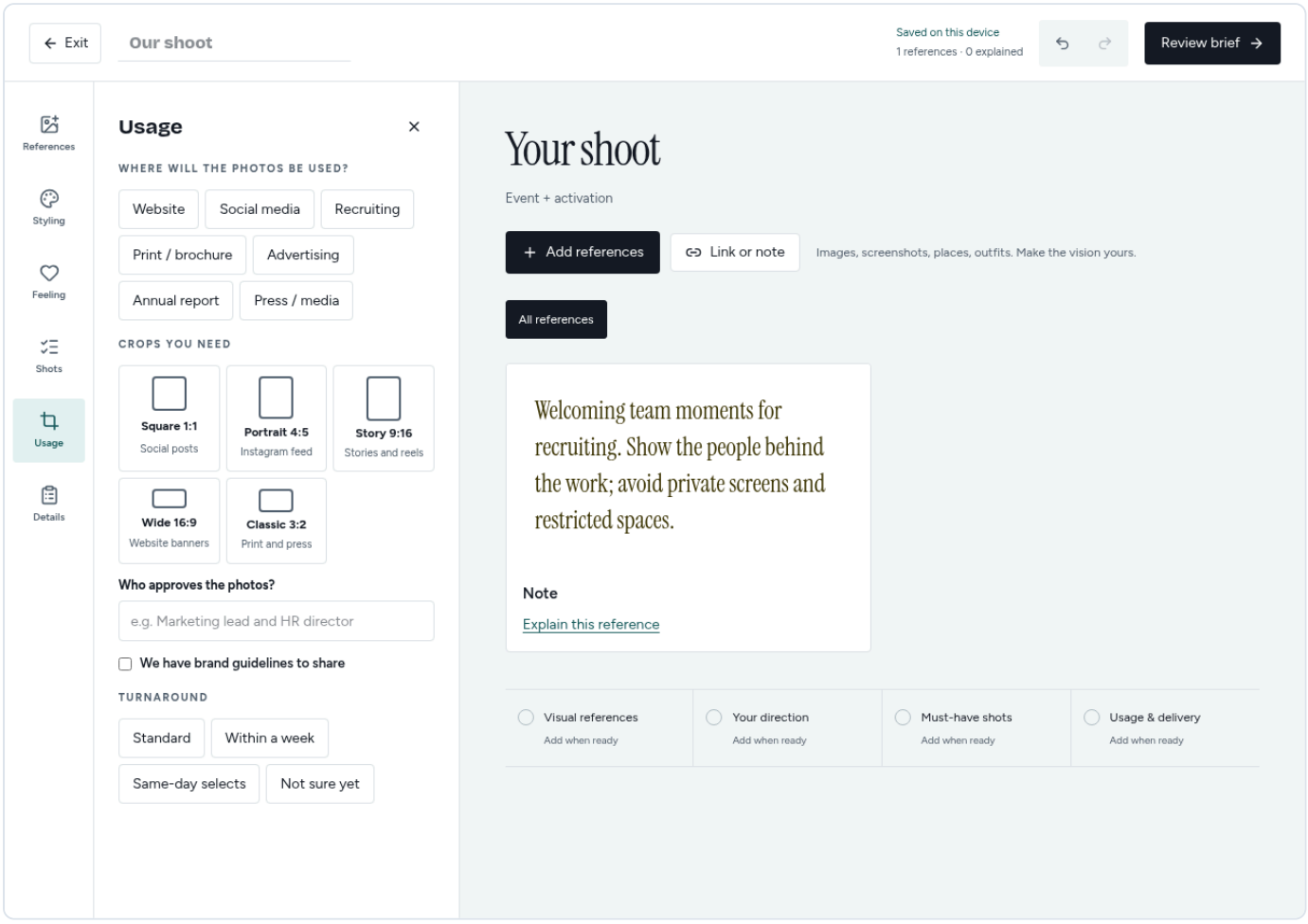
Select the suggested must-have shots and add your own. On the board, Styling records colour direction and Feeling records mood words. These are planning preferences, not a guarantee that every inspiration image can be reproduced exactly.

> **Include the photographs you would be disappointed to miss.**

STEP 08

Finish the practical brief

Usage, crops, approvals and site constraints



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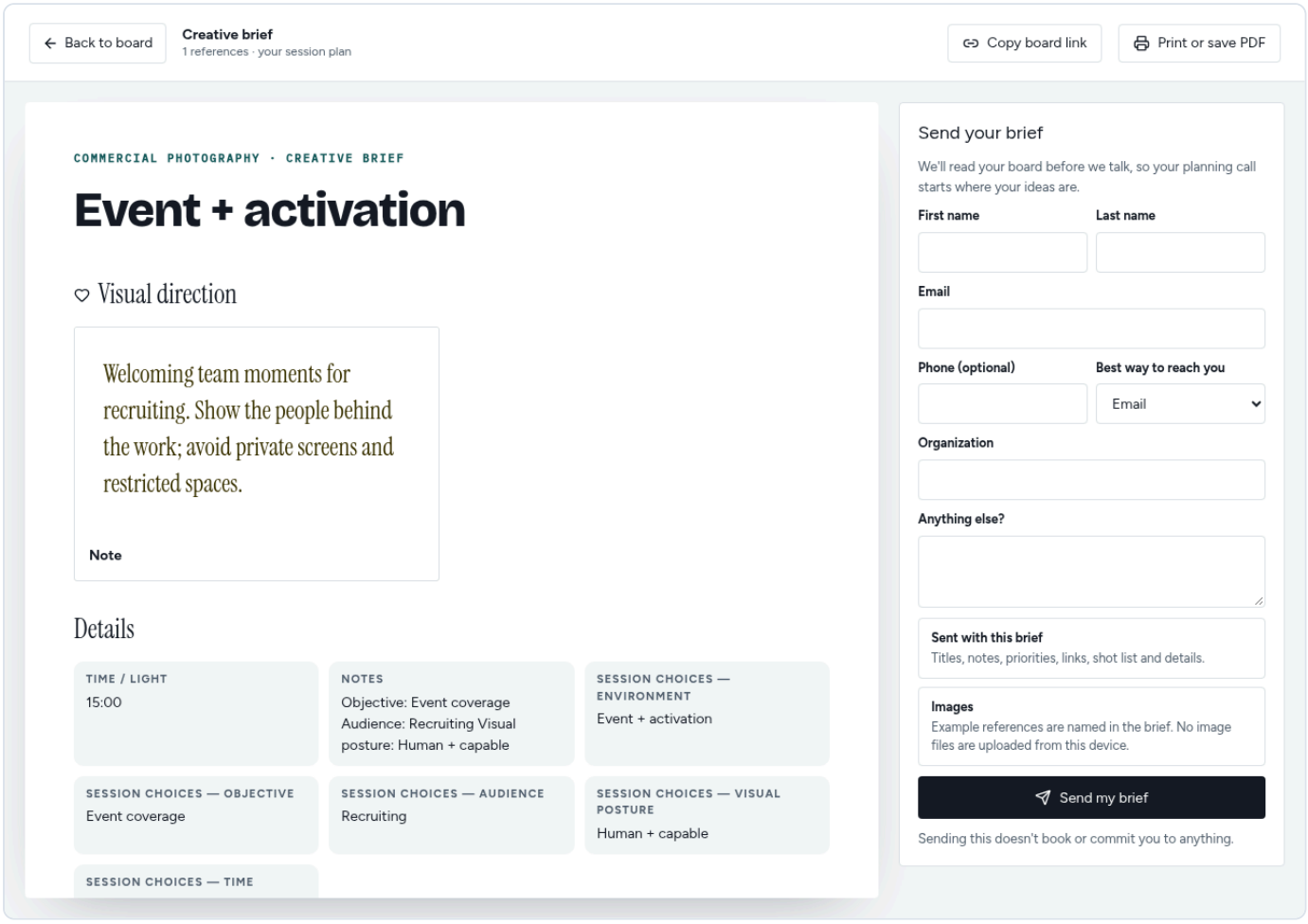
In Usage, record where the photographs will appear, required crops, approvers, brand guidance and turnaround. In Details, add organization, participants, location, date and operational constraints. Flag PPE, escorts, restricted areas and privacy rules before the shoot is scoped. Tell LVW what is uncertain, sensitive or subject to access approval. Avoid patient information, private records or other confidential material in a planning reference.

> **Specific constraints help us propose a realistic plan.**

STEP 09

Review before you send

Check the combined creative brief



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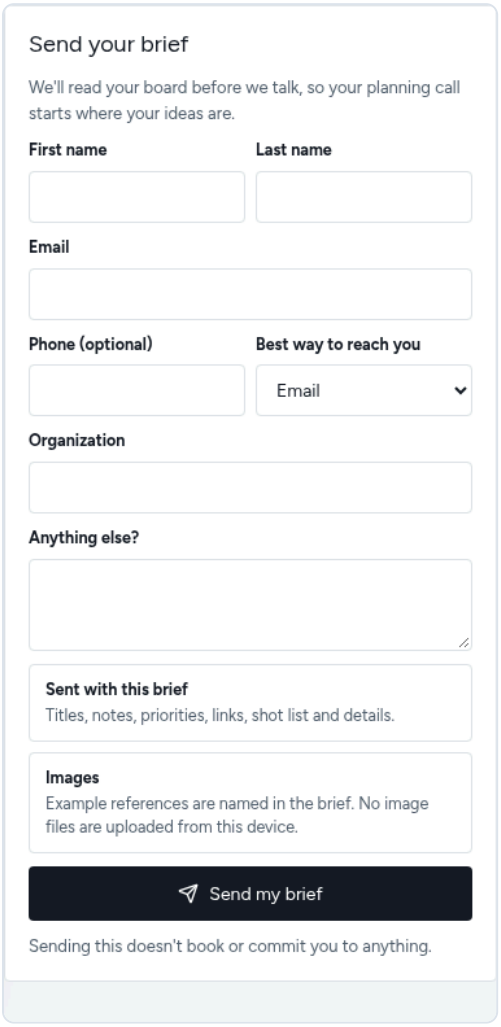
Select Review brief. Read the session choices from step one alongside your reference notes, shot list and practical details. Use Back to board to correct anything. Print or save PDF creates a portable copy; check that its images and pages are present before sharing it.

> **You review the whole plan before submitting once.**

STEP 10

Send one inquiry

Your plan starts a conversation



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Fill in your name, email and any required organization details. Select Send my brief once. This is an inquiry, not a booking or payment. If sending fails, keep the board open, correct the issue and retry. LVW aims to respond within 36–48 hours; dates and scope are confirmed separately.

> **Uploaded image files stay on this device. Their explanations travel with the inquiry, but the image files do not.**

Ready to plan?

You do not need a finished concept to start. Bring what you know, leave uncertain details open, and review the plan before sending.

Start with commercial photography

Helpful to know

Reference links, notes and choices can travel with the inquiry or shared link. Uploaded pictures and screenshots stay in the originating browser; they are not attached to the inquiry. Use Print or save PDF and check the exported file to retain pictures. Browser storage may be cleared or unavailable; a shared link is not a secure cloud backup.

Planning does not book a date, take payment or publish a website. Audio and video are not currently offered. Questions? hello@lynchvisualworks.com

© 2026 Lynch Visual Works LLC · Shreveport–Bossier City area. Screenshots show demonstration inputs, not client data or delivered client projects. Interface details may change; follow the current on-screen save and send messages.