



# PHOTOSHOOT GUIDE

## Prep Work:

- First things first, what's your vibe? Get clear on what you do, who you are calling in, and how you want to show up.
- Find the photographer. It's important that your photographer's style matches yours. So if you are wanting a bright and poppy shoot... the vibey hipster photographer isn't going to be the best fit. Check out their portfolio and make sure you like their style
- Get creative but not complicated. What would be different and fun that you could incorporate into your brand shoot
- Make sure you are shooting at a location that is in alignment with your brand. If you are a business coach, try a co-working space, if you are a sustainability expert try outside.

## Outfits:

- ALWAYS... and I mean ALWAYS (!!!) wear your brand colors. Or colors that represent your business/brand. For example, my Happy Earth Habits Skylar would NEVER be caught dead filming in a neutral color, but the Groove Street Skylar rocks Black, White and Tan all day everyday. When choosing your outfits make sure they are the colors of your brand.
- Choose clothes that will photograph well. Let me save you the mistake I made, oversized sweater and boyfriend jeans = cute everyday outfit but does not look that great on camera. You want to choose clothes that compliment what you love about yourself. Long legs = slimming pants and heels
- Now is not the time to get wild and cray with your style. You want to wear things you feel comfortable with. So no to the killer shoes you can barely walk in. No to the boujee dress that makes sit weird. You want your photos to feel naturally you
- Use clothes as your prop or your friend in the photos. If you have an awesome flowy dress, wear it and then pose with it flowing in the wind. Have a kick-ass blazer use it to hold your arms in your headshot



# PHOTOSHOOT GUIDE

## **Energy:**

- Before you take the pictures SET AN INTENTION
- Do everything you can to prep before so you can stay in the creative energy during the photos. Give all your info to the photographer. Have your outfits picked out.
- Music is a great way to keep your energy high

## **Photographer Communication:**

- Communicate with your photographer what photos you need. See below shot list for specifics and examples
- Do you have a good side? Do you have something you're not totally digging today? Make sure to communicate to the photographer these things.
- Make sure you communicate with the photographer what kinds of things you want in the background if the shot... if there is a big black wall and your branding is all white and light that's probs not the vibe
- Show examples of pictures you like (bonus points if they are from their portfolio or instagram)

## **In front of the Camera:**

- Relax and have a good time
- Move around, laugh dance all these things create great photos
- Trust the photographer... they are experts are directing you
- Walk towards the camera to create movement
- Try to avoid crossing your arms or hiding your hands. This will create a more open vibe in the photos

# PHOTOSHOOT GUIDE

## YOUR SHOT LIST:

### 1 hero image (vertical with you to the right or left)



### 2 headshots



### 3 lifestyle/brand pictures; These can be anything that makes sense to your brand, shows your personality, will help your target audience identify with you

