

# BRANDING PHOTO SESSION GUIDE



I am so excited to work with you and create visual assets for your business! I want you to have the best experience possible.

This guide will help you prepare for the session and get the most out of our time together. I've included tips on what to wear & how to prepare the space.

*Let's get ready!*

## WHAT TO EXPECT

In the past few years I have found things that worked for others to represent their business. We are going to do a mix of posed and candid photos, with my guidance. You are welcome to provide any ideas at any time!

Within 5 days after the session I will send an online gallery link with photo previews. I will ask you to select your favorite images so I can edit any imperfections. I will then upload final images in the same gallery for you to download final files.



# WHAT TO WEAR

One of the questions I am asked most frequently by my clients is “What should I wear?” I suggest to start with looks that will tie to your business or brand while showing off your personality. If you are comfortable in what you are wearing, it will transfer to your photos. Here are a few recommendations to get ideas flowing!

- Pick colors that accentuate the location and in the same color tone
- A mixture of different fabrics, textures & patterns
- Dresses usually photograph beautifully
- Chinos and thicker fabrics work best for men
- Neutral tones are the safest bet

I usually recommend my clients to avoid neon colors, athletic shoes (unless you are a sports coach), big logos and super baggy outfits. Please pay extra attention to avoid having wrinkled clothing.

*Keep in mind that these are all just ideas!  
You certainly do not have to implement all  
of them... or ANY of them!*

*The most important thing is that your photos  
are a reflection of YOU.*





# THE SPACE

I suggest choosing a space that has plenty of natural light. I will ask to turn off all artificial light, we will use the natural light that comes through the windows (with a few exceptions).

Light colored walls photograph best, with some industries exceptions.

Make sure to put away all things that are out of place to reduce visual clutter. Flowers or plants look great as well as personal touches such as unique decor items.



## POSING TIPS

*Feeling a little tense is totally fine, you can take a few deep breaths. Raise your shoulders and then let them fall down, away from your ears. Stand or sit tall, have your chest open and your feet pointing slightly outwards. If you are standing you can add ease to the pose by putting the weight on your back leg.*

*Place your hands where I can see them, and have them relaxed, you can also hold a pen or a day planner. Often, looking away from the camera makes great, natural looking portraits.*

*If you are concerned about your 'best' side or angle, please let me know which one it is!*





*Having other people in the photos is a great idea, especially if you offer face to face services. Please let anyone involved know that they might have to sign a model release agreement.*



## *& finally...*

*The most important thing for you to remember is to just enjoy yourself. Let this be a time that you have fun and laugh a lot! Down the road, it won't matter nearly as much if you were having a bad hair day that day, but your mood will show in photos.*

*Let go of your need for perfection. It's ok if you aren't "perfect" during our time together. Make enough time to prepare on the day of your session, so you don't feel rushed and anxious.*

*See you soon!*

