

Personal Branding Photography

PREPARING FOR YOUR SHOOT



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P H O T O G R A P H Y

LIST ALL OF YOUR SKILLS & BUSINESS FEATURES

Create a list of all of things you and your business do / sell/ create, as well as noting all of the skills you utilise, the tools of your trade and the people you work alongside. Don't overlook any aspect you take for granted or see as 'standard practice' (what's standard for you might be overlooked by your competitors). This will form the basis of our shot list.

DRESS AS YOU WOULD FOR YOUR JOB

Dress in keeping with your role within the business (particularly if incorporating shots of you in action). Make sure everything you wear is clean, ironed and without a logo (unless that of your business). Coordinate your outfit(s) with your business branding colours and tones and those of your working environment.

THINK ABOUT WHERE THE IMAGES WILL BE USED

Inform your photographer of where the images will be used (online, social media etc.). Do you need specific images for certain web pages, and / or images with empty space for text to be placed over the top. Will you be using the images all at once or will some be used for specific times of year or promotions?

HAVE A TIDY UP

Not only do your clothes need to be clean and ironed, your working environment (if featured in your shoot) needs to be clean and tidy too. Messy desks, overcrowded shelves and broken equipment will be noticeable in the images and will make you look less professional.

EDUCATE YOUR PHOTOGRAPHER

Let your photographer know what 'best practice' looks like in your business. If possible, have another pair of eyes present to ensure any techniques being photographed are correct and accurate.

THINK OUTSIDE THE BOX

Sitting by your laptop hugging a mug of coffee is a popular personal branding shot but is not very original and says little about who you are. Think about the personality behind the brand and don't be afraid to suggest ideas and ask friends and family what images would capture 'you'.

ALLOW PLENTY OF TIME

Book your shoot for a day when you are not rushing from one appointment to the next. Allow yourself plenty of time to get ready and travel to the shoot. Try to avoid scheduling something immediately after the shoot so you aren't spending the whole time clock-watching and conscious of time.

PRACTICE IN FRONT OF THE MIRROR

If you aren't used to being photographed, spend a bit of time in the mirror practising different expressions and poses. It might help you discover what you do and don't want from the shoot, and enable you to see if you have a 'preferred side' of your face.

SHARE YOUR INSECURITIES

Don't be shy about any part of your face or body that you feel less confident about. Share your insecurities with your photographer so they can work with you to enhance your best features and minimise any perceived flaws.

MAKE MISTAKES

You will not be expected to be a professional model and nail certain shots on the first attempt. Remember that there is no pressure to be perfect. Embrace and laugh at mistakes and focus on enjoying the process.

GET A GOOD NIGHT'S SLEEP

A good night's sleep will have a huge impact on how you look - far more than heavy make-up or hours of post-production.