



# YOUR GUIDE TO A **PERFECT PHOTO SHOOT**

# PHOTO SHOOT PREP **AT-A-GLANCE**

## **1** Plan your **SIGNATURE LOOK**

- ◆ Which **3 outfits** that make you feel like a **total badass rockstar**?
- ◆ How will you wear your **hair and makeup**?
- ◆ Will you have **an assistant / stylist** to prep you and **provide support** the day of?
- ◆ Do you have enough **VARIETY** in your outfits? **Where** would each look the best?

## **2** Take time to **SET THE STAGE**

- ◆ Which **friends** would you like to join you on your shoot? Will they be in the shoot too? Do they represent your target audience?
- ◆ Are there any objects, drinks, vehicles, or props you'd like to interact with?
- ◆ What could you bring with you to help you feel **more comfortable** and at ease?

## **3** Choose your **LOCATIONS** wisely

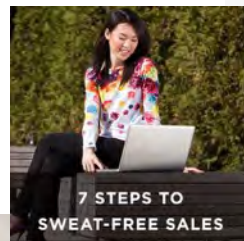
- ◆ Aim for **variety** (at least 3 locations)
- ◆ Locations should be **bright**, with very few or no people around (can be distracting).
- ◆ What **statement** do you want to make? Grand & refined, relaxed & friendly, etc.
- ◆ Pay attention to **your colors** so you don't blend into the background!

## **4** Remember **DURING** your shoot...

- ◆ Wear a **genuine smile**, whether you're looking at the camera or not.
- ◆ **Shallow depth of field** (blurred backgrounds) look amazing
- ◆ Hands **at or above the waist** for most photos (or they will be cropped out)
- ◆ Look **directly at the camera** for 75%

## **5** Know how **DESIGNERS** use your photos

- ◆ **Simple, blurred backgrounds** are the easiest to add text on top of when creating promotional graphics.
- ◆ **Tell your photographer** how you intend to use the photos. Give examples of lifestyle photos used online.
- ◆ We use your photos for banners (not portraits), so **landscape / horizontal photos ONLY**, please!
- ◆ Go ahead and **get creative** with your concept! If you can dream it, we can most likely **Photoshop** it.
- ◆ We can always **crop down**, so aim for **as wide a frame as possible** without losing the depth of field.





# PHOTOSHOOT INSPIRATION

See how designers like me use photography in their work. Show these to your photographer so that they know how you intend to use your photos!

Original Photo



Obstructions can be edited out



Original Photo



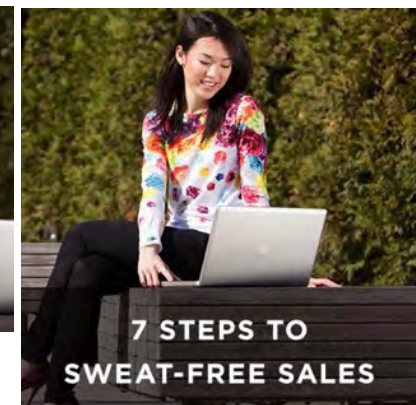
Be mindful of where banner text might go



Original Photo



More room around the subject means more crop options



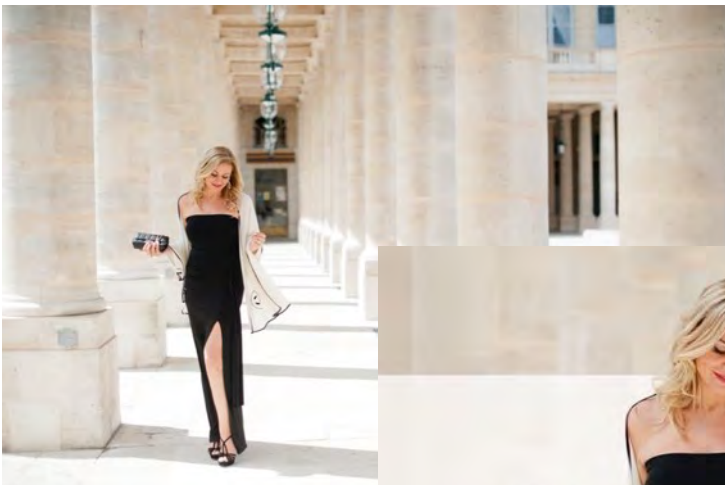
## Original Photos



White backgrounds can be easily edited out



## Original Photo



Simple, elegant backgrounds make for beautiful banners & Facebook ads





# PHOTOSHOOT Posing IDEAS LIST

Try and accomplish as many of these as you can. They will go a long way towards helping your designer style your website and sales pages.

- ☐ Casual / natural (straight back, chin down, lounging on couch with tea)
- ☐ Sitting with legs to the side
- ☐ Professional & working (at desk, with phone, top-down at computer)
- ☐ Looking directly at the camera
- ☐ Looking / glancing to the RIGHT (full body + just torso)
- ☐ Looking / glancing to the LEFT (full body + just torso)
- ☐ Fun / personal (doing yoga, running, jumping on bed, laughing or going out with friends, playing with child, enjoying time with family)
- ☐ Blank wall or background (at least 3)
- ☐ Relaxing on couch (coffee mug optional)
- ☐ Being super excited (only if you're the type to get excited)
- ☐ Mid-laugh (not mid guffaw!)
- ☐ Strong pose (arms folded, back straight)
- ☐ Leaning / gesturing to the RIGHT
- ☐ Leaning / gesturing to the LEFT
- ☐ Interacting with another person -or- interacting with product
- ☐ Interacting with props (flowers, markers / pens, champagne, etc.)
- ☐ Leaning forward against counter, car, or other prop (taken from front)
- ☐ Walking / spinning / other action shot
- ☐ Shopping / sunning / other "imagine if" activity (for luxury brands)
- ☐ Lighting incense, pouring tea, or other highly personal activity

## SET YOURSELF APART FROM THE CROWD

with beautiful, professional graphics & website design



**Ditch your WEBSITE SHAME and upgrade your website & marketing with a designer you can really trust.**

You don't just want a website, you want a trusted advisor who can learn your style, work some magic, and turn your vision into reality. My passion is creating professional, eye-catching websites and sales pages that perfectly reflect each of my clients' unique personalities.

*So are you ready to dive in?*

**BOOK OUR MEET & GREET CALL HERE!**

### Check out these success stories from my amazing clients



“ Laura's design aesthetic is **exceptional** and her customer service is **unbeatable**. I could not be happier with the result!”

*- Luisa Zhou*



**All I can say is WOW!** Laura brought my vision to life. As a result my confidence and sales have **exploded**. ”

*- Christina Jandali*

