

FOUR EYES MEDIA

BRAND PHOTOSHOOT GUIDE



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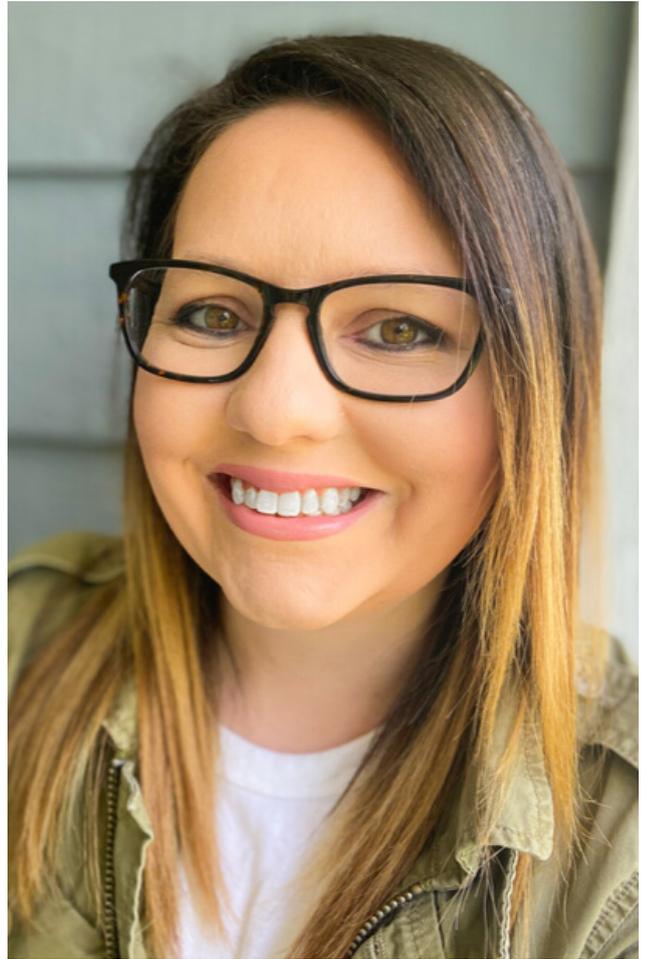
hey there!

Just wanted to pop in to introduce myself: I'm Brianna! The creative behind this one-woman studio in Minneapolis.

I can tell you first hand how important it was to invest brand strategy even as a small business. If I had done so sooner, it would have saved me a whole lot of time, energy, and frustration!

Now, I am on a mission to empower creatives & service-based businesses with a meaningful website that gives them more freedom, income, and time to do what they love. To do so, I need to have all the tools. That includes amazing brand photographs. Here are some tips I have picked up along the way that can help as you prepare to set up your photoshoot.

The key to a successful photoshoot is to bring your PERSONALITY to LIFE.



SO, WHY INVEST IN A BRAND PHOTOSHOOT?

MY TOP 3 REASONS:

01. It showcases your personality and sets you apart from competitors. Remember, the goal is for you to be working with dream clients that are compatible to you. Your vibe attracts your tribe
02. It provides authentic and consistent content for all your marketing collateral and platforms, including your social media, website and more.
03. It elevates your business to be more professional and credible, making it absolutely impossible for your clients to forget you!

MY 8 STEPS TO A SUCCESSFUL PHOTOSHOOT

01. HAVE A CLEAR VISION OF THE DESIRED OUTCOME

What are the images being used for? Where will they be showcased? (Website, Social Media, Magazine?). By asking yourself these questions, you can determine the different formats, orientations, and types of photos needed. Lean on your business core values, personality, and offerings to get clear on the PURPOSE of the shoot.

02. RESEARCH & HIRE A PROFESSIONAL BRAND PHOTOGRAPHER

Investing in a professional photographer will save you time and money. When researching a brand photographer, take into consideration not only your budget, but their photography style, their packages, and most importantly - their personality + working style. Meet with them in person to get to know them better and to ensure they understand your business and overall vision. You also want to make sure you feel comfortable around them!

03. DETERMINE THE MESSAGES YOU WANT TO COMMUNICATE

Be clear and concise as to what you are planning to use these images to communicate. Think about what you have planned for your business in the upcoming months (4-6 month period is a good baseline). Don't overwhelm yourself and plan for everything - pick no more than three key messages to communicate and focus on those. For example: promoting your upcoming webinar, updated headshots of your staff, and business flatlays for your blog graphics.

Get specific about who your ideal dream clients are and speak to them. Don't try to speak and cater to everyone!

04. PICK THE LOCATION (S) FOR YOUR PHOTOSHOOT

This step has everything to do with what you do as a business owner! For example, if you are a florist, you would most likely want your shoot to take place in a greenhouse or your floral studio. Pick location(s) that accurately reflects your brand style and mission. The sky is truly the limit for your brand shoot but pick wisely! If you are uncertain, consult with your brand photographer to see if they have any suggestions as they do have a vast knowledge in space and lighting.

MY 8 STEPS TO A SUCCESSFUL PHOTOSHOOT

05. CURATE AN INSPIRATION BOARD

Get up close and personal with your new best friend: Pinterest! Create a secret board and begin pinning some inspiration. Think colour palettes, poses, locations, and style. You want your brand to represent who you are as a person. You will also want to create a sub-board with different pose ideas and flatlays. I highly recommend checking out blog posts and Instagram feeds as well using keywords and hashtags.

06. SOURCE PROPS AND WARDROBE

Props are a must as they can help create different scenarios for your marketing. Depending on your needs, select props based on your brand colors or photoshoot palette. If you sell products, you would definitely want to include them in your shoot! Select outfits that are timeless. You want to choose looks that make you feel confident and are versatile through the seasons.

07. COMPILE A DETAILED SHOTS LIST AND BRIEF TIMELINE

Creating a shot-list and timeline is MAJORLY beneficial in ensuring everything goes smoothly at your shoot and that your goals are met. This is also a great way to collaborate with your photographer to ensure all the details are in place. Be as detailed as possible when creating your shot list, such as including the location, the prop, the pose, and the frame in each of the shot. A spreadsheet is a great way to keep track of everything you want!

When creating your timeline, make sure you include buffer time in between outfits changes, breaks, or additional shots! You don't have to plan everything down to the minute but it's good to have a time frame for each outfit or goal.

08. PRACTICE POSING, BE YOURSELF, HAVE FUN

Once you have prepared everything, it's time to practice your posing! Whether it is in front of a mirror or with your closest friend, get comfortable with yourself prior to your shoot.

Last but not least, remember to stay true to yourself and your biz! Personal branding photography is all about celebrating YOU and nobody else. Enjoy the process and have fun!

POSES TO INCLUDE IN YOUR NEXT SHOOT

Aside from flatlay styling and product photography, here are 40+ shot ideas and poses to get you started as you plan your branding shoot!

INDOOR SHOT LIST:

SITTING- SMILING DIRECTLY AT THE CAMERA
SITTING- LOOKING AWAY LAUGHING
SITTING- HAND ON CHIN
SITTING- CROSSED LEGGED ON COUCH
CANDID SMILE- SIDE SHOT/ANGLE
LOOKING AT YOUR PHONE
HOLDING YOUR IPAD/TABLET
STANDING LOOKING DIRECTLY AT CAMERA
STANDING- LOOKING AWAY
STANDING- LOOKING AWAY LAUGHING
SIPPING A DRINK (COFFEE, TEA, CHAMPAGNE)
READING A BOOK OR MAGAZINE

FULL BODY SHOT- AFAR (+WHITE BACKGROUND)
FULL BODY SHOT- CLOSE UP (+ WHITE BACKGROUND)
CALLING SOMEONE ON THE PHONE
WORKING AT A DESKTOP- FROM BEHIND
WORKING AT A DESKTOP- BIRD'S EYE VIEW
TYPING ON A LAPTOP
WRITING OR DRAWING IN YOUR PLANNER
SITTING "MAN-SPREAD" STYLE (HEADSHOT)
LEANING ON A DESK
LAUGHING JOYOUSLY (THROW HEAD BACK)
HOSTING A TEAM MEETING
POINTING/PRESENTING DOCUMENTS

OUTDOOR SHOT LIST:

MID-WALKING- DIRECTLY AT CAMERA
MID-WALKING- LAUGHING
LAUGHING (THROW YOUR HEAD BACK)
HAND IN YOUR HAIR
YOU IN ACTION (PAINTING, BAKING, YOGA)
LOOKING OVER SHOULDERS
SIPPING A COFFEE WHILE WALKING
HOLDING A CLIPBOARD OR PORTFOLIO
STANDING AND SHOWING AN IPAD/TABLET
MID DANCE MOVE
JUMPING IN THE AIR
WALKING DOWN A SET OF STAIRS

HOLDING A PURSE
PRETENDING TO TAKE A PHOTO
STANDING AND LOOKING DOWN AT YOUR SHOES
STANDING- ONE HAND BACK OF YOUR POCKET
LEANING ON A WALL
PINNING YOUR HAIR BACK
SITTING ON A SET OF STAIRS OUTSIDE
POSING WITH SUNGLASSES
STANDING SIDE ANGLE HOLDING A BOUQUET
STANDING AND HOLDING BOOKS
STANDING AND CROSSING YOUR ARMS
TALKING TO A CLIENT

Pro-tip: Wear your least favorite outfit first, and your favorite outfit last. Your nerves will be gone by the time you get to that last outfit

XO,