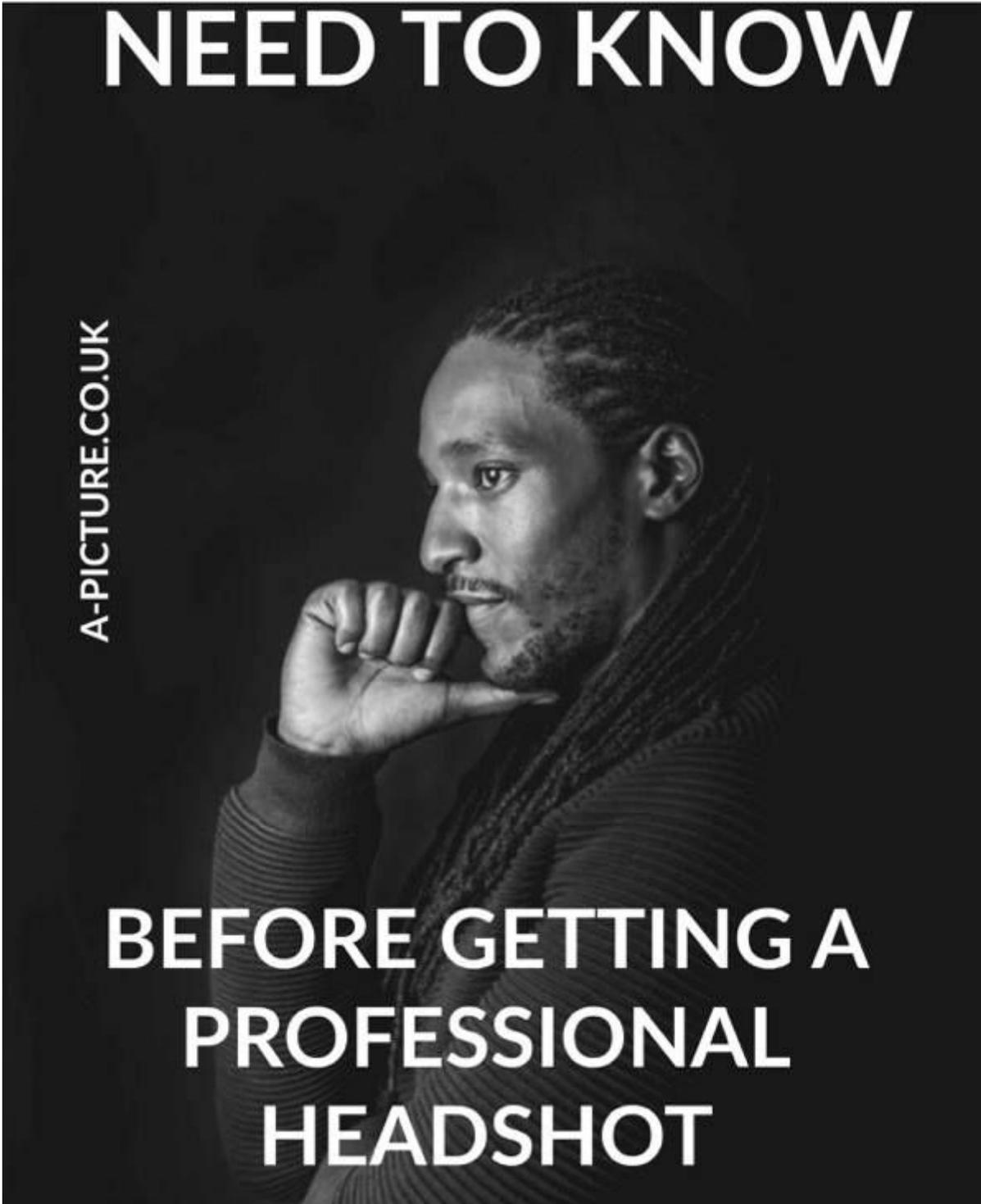


# WHAT YOU NEED TO KNOW

A-PICTURE.CO.UK



BEFORE GETTING A  
PROFESSIONAL  
HEADSHOT

We are super happy to have connected with you! We share helpful tips on how you can photograph your products/services, the types of camera you should consider to get high quality images, promotions and discounts - If you would like to receive such goodies into your mailbox let me know at the end of this article - I hope this is the start of a beautiful friendship! (Don't worry we don't have the time or desire to spam you, we are here in these streets trying to build a business also lol)

I'm sure you've seen all the successful entrepreneurs with amazing portrait pics on their websites and social media accounts, and in this very moment you know that it's time that you jumped in, took the bull by the horns and replaced that blurry 'About Me' photo with something sophisticated, professional and reflective of the brand you want to communicate.

This guide will help you to give consideration to the building blocks which will lead to a fabulous collection of images. The purpose of this guide is to help small business owners to see how their investment into quality images can get you great results with a bit of thought and preparation.

Imagery is so powerful and essential when promoting yourself online. In the virtual stratosphere you need to go the extra mile to engage with your ideal clients, and build the customer boasting 'know, like & trust factor'.

Whether you have found a photographer or not yet, the topics covered in this free guide will educate you on the key areas for consideration as you turn up the dial on your marketing materials.





## *Clothing/Outfit*

- What are you going to wear? Do you need to purchase the look you have in mind? Or do you already have it in your wardrobe? What do you want your outfit to communicate?
- Choose an outfit that will allow visitors to your website to imagine you offering the service you provide; so if you are a personal stylist make sure that your outfit is on trend and demonstrative of your skills & talents.
- Will you have an outfit change? Again what do you hope to communicate with this outfit?
- Ensure that your accessories are complimentary to your outfit - Ladies shoes with a pop of colour always work well in images #JustSaying.
- Choose a colour pallet for your outfit that will compliment your website colours.
- Ladies and gents ensure that your clothes are well ironed, this may even be the perfect occasion to visit the dry cleaners to ensure you are pristine!



## Shoot Location



❑ What backdrop do you want for your pictures? Do you want an urban look, a city look with amazing architecture or would a green lush backdrop in leafy surroundings work better for your brand?

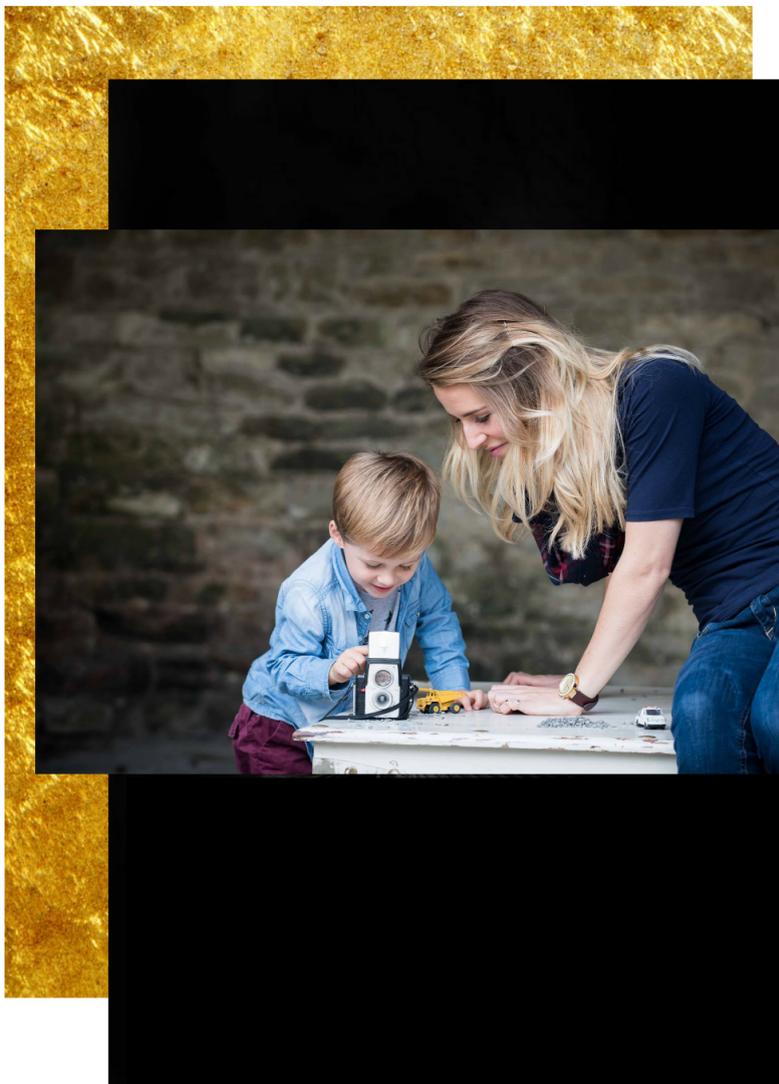
❑ Do you want to be photographed in your own environment? Do you have an online business for

example and want to show your work setup? A beautifully taken image of you behind your computer & some gorgeous details behind you will invite people into your world. This behind the scenes type of image helps people to feel like they know you. Or you may be a wedding planner and want to be captured at a manor house, with the venue dressed & styled to perfection for your clients big day. This will give a nod to your credibility & expertise.



## *What do you want to portray?*

- ❑ Do you want to have an uber formal set of images? Maybe your business carries an air of authority and no nonsense - So your pictures will need to reflect this.
  
- ❑ Are you after a set of images which are all out fun and frolics? Do you want to show your playful side? If this is what would attract your ideal client then you should ensure this is communicated to your photographer so s/he can work to this brief.
  
- ❑ Do you want to share your family in your pictures? Are they a key element of your business? Maybe you are a mumpreneur and want to show this side of your life.





## *Primping (aint easy!)*

- ❑ This is a small but crucial part of the way in which you present yourself in these pictures. Personal grooming just helps you to look more polished in your photos.



- ❑ Gents ensure that you have a fresh haircut and have shaved; beard gang you will need to ensure that your beard is neat and tidy - Unless of course you are going for the wild unkempt look. Ensure that your footwear is polished and clean.

- ❑ Ladies you know the drill, have a manicure and definitely invest in a good pedi if you will be wearing open toe shoes - Just like coloured shoes, nail varnish also adds a pop of colour and interest. Consider how you will style your hair, ensure that whatever you go for it frames your face

nicely and does not overly cover your features. In an attempt to achieve openness and transparency avoid hair styles which could do this. Lastly if you are comfortable wearing make up, this would also give you a more polished look in your photos, any blemishes or uneven skin tones will be made less obvious - Not all photographers will go to this level in the editing process, but you should always check in advance.

## MID SHOOT



# What's your mindset?

- ❑ What is your attitude toward the shoot? If your attitude is negative, your actions will be and this will be picked up by the camera. Cameras are like dogs they can sniff out fear and a negative mindset.
- ❑ You may feel very awkward posing for photos and be cringing inside whilst the inner voice in your head chatters away asking you “what are you doing” who do you think you are?” and a host of other nonsense - Shut that voice up the minute you hear it and encourage yourself that this is for the good of your business - If you have to speak out loud into the atmosphere to encourage yourself, then do that, let your positive voice be louder than the negative one internally.





## *Relax !*

- ❑ For the camera shy and socially awkward this is easier said than done - But you know what lets scratch those negative labels and come up with some positive replacements - How does 'Camera ready' & 'Socially Comfortable' sound? I think that you will find your session is a fun and pleasant experience when you rebrand the label you or others have given you.
- ❑ Ok back to relaxing - This is a good trick to get amazing photos, get comfortable with yourself and your photographer, you will find that you really warm up into it and when the time is over you will be wanting to continue and thinking what was the big deal?!?!



## *Communicate with your photographer*

- ❑ You should totally maintain communication with your photographer - S/he wants to ensure that they deliver a set of images you are happy with, so it is in their interest to know if you are uncomfortable with something.
- ❑ Most important of all is to enjoy the session and smile if only for the knowledge that your website is going to get an upgrade.

# POST SHOOT



## *The day after*

- ❑ Have a plan for how you will use the images - Don't just leave them languishing in your email inbox - Whilst your photographer is editing your pics -



Take time to start planning & preparing for how & where you will use the images. Do you need to prep your website administrator or if you manage your site yourself do you need to familiarise yourself with how you get into your backend and update your pages if you haven't been in for a while.

- ❑ Update all of your social media profiles with the images once you've received them - Try to use the same images across all platforms or at the very least images that look similar i.e. same location and same outfit this will allow your followers to quickly recognise you and be assured that they have landed on the correct page - It also looks more professional as you keep a thread going through your social media ecosystem.

❑ Enquire if your photographer offers other services - if you had a good experience with them you should consider them for other work i.e. Product photography, event/launches, a family portrait - This is a perfect opportunity to support a small business and chances are the laws of reciprocity will kick in and they will support you back or refer clients your way!

## *In closing*

I hope that you have loved this guide as much as I have enjoyed writing it. My hope for you is that you now feel empowered to have an awesome portrait session. Feel free to use this guide as checklist as you consider and decide on the areas discussed.

In our experience, we love working with small business owners as we are in the same category and often have a lot to learn and share from one another. I think the biggest takeaway in this guide from a business perspective is to have a plan of action for what you will do with the images - The worst thing you could do is: Do nothing and fail to leverage the marketing power that is in the palm of your hands.

If you need portrait pictures to show off the face behind your business, we offer fun branding shoots, to turn up the gears on your website & social media account - Get in touch [here](#) if this is something that you would like to know more about

And to join our friends circle, please join us [here](#) - We share info to help you to turn up your photography game and to showcase yourself and your business with great imagery [REMINDER - We don't spam or share your details; who's got time for that?!?!]

Raymond & Chelena

