



5 WAYS TO PREPARE
FOR YOUR
PERSONALITY PACKED
BRAND SHOOT



What's inside?

So, you are considering a photo shoot for your business?

You'll need to be as prepared as possible to make the most of your shoot.

Quite simply, it's all about the preparation, the more you can do in advance to think about and prepare for your shoot, the more smoothly things will go on the day and you'll be able to enjoy yourself (regardless of how nervous you may feel) and know that you will come away with a gallery of photos that perfectly represent you and your brand.

Grab a cuppa

Read on for my top 5 tips on how to prepare for your brand photoshoot and let your personality shine!



But first, let me introduce myself...

Hi, I'm Bex! You may have already noticed that I adore all things colourful. Rainbows make me happy! I live in the gorgeous Sussex countryside with my lovely husband and beautiful 7-year-old twins.

I've been a photographer for over 15 years, developing my skills from my beginnings as a Landscape photographer up in Scotland to taking photos of people here in Sussex.

I LOVE helping my clients to feel more confident showing up online with vibrant, bespoke storytelling brand imagery.

Client Testimonial

We LOVED working with Bex!! She completely put us at ease with lots of laughter on our shoot - we had so much fun. She was also incredibly organised with all of the pre-planning and logistics in the run up. The photos blew us away and she really captured the spirit of our brand!

We wouldn't hesitate to recommend her and would encourage every business to really invest in themselves and put their trust in Bex who is a true EXPERT in her field. Bex goes above and beyond to create beautiful brand photography and makes you think about your business in a whole new light.

- Natalie & Laura from Mum's The Word



Do your homework!

YOUR BRAND IDENTITY

If you haven't already worked out your brand identity and who your ideal client is. It's important to have a clear idea of these so that you can figure out exactly what you need photos of, to portray the right image for your business. Jot down lots of ideas to help you figure out exactly who you're trying to attract.

THINGS TO THINK ABOUT...

- your values
- your brand colours
- what it is you do and who you do it for
- why you do it
- anything you do behind the scenes that people might be interested in



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YOUR PERSONAL BRAND
PHOTOGRAPHY WORKBOOK



IT'S MORE
than a
HEADSHOT

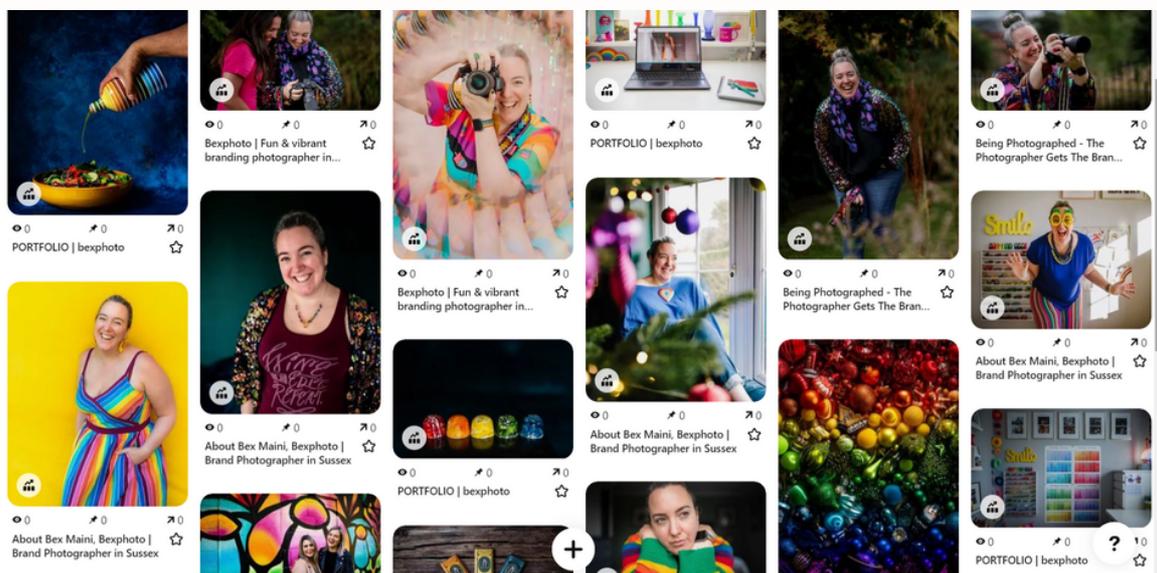
I send my clients a brand workbook as soon as they've booked so they can start thinking about the important aspects of their brand. It has prompts to help you think about your values, ideal clients and brand identity linked to those.

There's very little point rushing in to take photos if you don't have an idea of who you're trying to attract and what you want them to be thinking about you and your business.

Create your brand mood board

REFINE YOUR IMAGE

Creating a mood board will not only help you refine the sort of look you're aiming for with your brand but also help your photographer to learn what sort of poses you like. Whether you need more formal shots to attract corporate clients or something more relaxed or even action shots of you creating. E.g. search Pinterest for "fun location headshots" or "colourful personal brand photography" or you can [browse my boards](#).



INCLUDE YOUR PERSONALITY

It's all about adding the personal aspect to your branding. You don't want the same images as everybody else but you can take inspiration from others and incorporate ideas and together we can create your perfect gallery to represent you.

MY BRAND PERSONALITY MOOD BOARD

The example above shows how my mood board would look - lots of colour, rainbows, laughter, joyful images with clients, action shots with my camera, graffiti walls, my obsession with Christmas decorations, chocolate...

All things I love, things that show who I am, what I love, my values, my joy - everything I want to show to my ideal clients and they all tie in with my brand. I want to come across as friendly, fun, approachable, trustworthy and creative.

As a photographer, it's especially important to have high quality photos of myself AND to prove that I have been there too, in front of the lens, I know how it feels and I can help make it easier for my clients as a result!

Plan ahead for success

I CAN'T STRESS IT ENOUGH! PLAN, PLAN, PLAN!

MAKE A SHOT LIST

Think about what you intend to do with your new brand photos - are they mainly for your website or social media, do you need them for printed flyers or business cards?

E.g. if you need a headshot for LinkedIn or product photos for your website, you want to make sure you include all of those shots on the day.



LEAVE ENOUGH TIME

Think about anything you might want to include in advance, if you decide to buy any new props or clothes, or like one of my clients - paint a wall, you need plenty of time to get everything done in advance.



If you hire me as your brand photographer, you'll receive a Shoot Plan which I create for you, complete with a To Do list. It details everything we've discussed at your planning session; timings, outfits, locations and anything you might need to get ready in advance, e.g. props.

Everything we do in the run up to your photoshoot is designed to make everything run smoothly on the day, give you everything you need to get your business more visible and help you to relax and enjoy yourself when it comes to actually getting in front of my lens!

A fabulous outfit (or 3)!

THINK ABOUT WHAT TO WEAR.

Choose carefully, colours that compliment you and tone with your brand colours are important so that your brand identity is consistent.

- **COMFORT** - You don't want to be awkwardly tugging at your clothes and worrying about how you look so choose something you know you like, feels good and looks great!
- **CONSISTENCY** - Looks that depict the themes and stories you want, as well as your brand values. For example, my recent client, Jane is an ex-news reporter who runs a PR company working with large tech companies. Her brand colours are blue and white which we softened with the addition of some neutrals. She wanted a semi-formal appearance as well as coming across as approachable and stylish. Jane wore 3 outfits during her brand photoshoot.



- **MOVEMENT** - Not just being free to move into poses easily but thinking about what your photos will look like, I recommend something swishy for added interest.

HOW I CAN HELP

I give all my clients advice about what looks good on camera, we'll have already talked about colours that will work for your brand at your planning session.

I love helping my clients styling their look for a shoot, they often send me links/photos of their ideas for guidance before deciding. I've even been known to bring along my own accessories which fit their brand aesthetic to add to the shoot!

I always allow for outfit changes in my packages, it's a great way to try out a few looks if you can't decide and will also add variety to your gallery.



Boost your confidence!

THE DREADED NERVES!

It can be a scary thing getting in front of the camera, I get it! The good news is that there are ways to make it easier and believe me when I say it's worth it. Headshots as part of your branding photo shoot are such an important part of your visual identity, letting your followers get to know you and seeing a professional, consistent image across your website and social media. If you're feeling a bit worried about having your photo taken, there are a few ways you can boost your confidence ready to rock your photo shoot!



HIRE SOMEONE WHO MAKES YOU FEEL GOOD

A photographer you trust, who will build you up and bring out your spark will make all the difference. You have to have a good connection with your photographer, it's important to speak to them before you book, even if it's over the phone (but zoom is better) to see how you gel.

You'll struggle to shut me up once I'm talking photography 😊 I start bursting with ideas as soon as we chat and love it when I inspire more ideas, one of my recent clients even decided to paint her office before her shoot! You should be feeling excited about your photo shoot after chatting.

I'm well aware I'm not for everyone - I get excited and passionate about the brands I work with and hope I attract like-minded businesses who want to have fun and smash their business ambitions! I work so closely with my clients, they often become friends too.



And I'll even climb into the brambles to get the shot for you!

Boost your confidence!

PUT ON AN EPIC PLAYLIST

A sure-fire way to boost your mood is by listening to music. I've created a playlist that works for me when I need to be fired up and feel empowered, it's my go-to confidence boosting mood lifter! Check it out on [Youtube](#) and do let me know any of your favourite empowering songs you think I should add.



GET PAMPERED

Do that thing that makes you feel good - getting your nails done, a facial, a haircut or a blow dry, hiring a make-up artist...

Whatever works for you to get you feeling great and looking fabulous for your shoot, maybe it's all of the above! You can also try to make sure you drink plenty of water in the week leading up to your shoot and get plenty of sleep so your skin is glowing and you feel energised. Why not make the most of it and book a nice lunch out after your shoot too so you're looking forward to the whole day?

DETAILED CUSTOMER SERVICE

I love making my clients feel special, it's an important part of the premium bespoke service I deliver.

I always make sure you're feeling fabulous during your shoot too, fixing your hair and finding the best light and angles to make sure you're looking your very best.





In Summary...

MY TOP TIP - BE PREPARED.

The more prepared you feel in the week or so leading up to your shoot, the more confident you will feel about it on the day. You'll radiate positive vibes, and if not, don't worry, I'll be there to fire you up, and I'll bring my prism! 😊



WHY WORK WITH ME?

My branding packages include a planning call during which we will discuss the shoot layout, locations, outfits, must have shots, timings, props...

On the day you just need to get yourself ready in your first outfit and then enjoy it as we work through our shot list together and have fun! All of my clients enjoy the experience of their shoot and I absolutely love that part of my job! 😊

What are you waiting for? Let's rock your brand!





IF YOU CHOOSE ME THEN I'LL BE WITH YOU EVERY STEP OF THE WAY!

You're not on your own - we'll work together to create an amazing brand gallery for you AND make sure you have fun!

We'll get you excited to show off your business and share your new images everywhere! It's all designed to help you attract more of your ideal clients and boost your revenue. That's what we all want as small business owners right?

Are you ready to take action and invest in your business growth?

My diary is busy so [get in touch now](#) so we can plan your brand shoot!



Click here to get in touch so we can start getting to know each other!

Client Testimonial



"If you're considering booking Bex for a brand shoot, I would say definitely go ahead, you shouldn't hesitate!

I can't recommend Bex highly enough. She's a fantastic person to work with, she takes her job seriously but she's not a serious person! She wants to make sure you get the best out of your shoot and she's a safe pair of hands but more than that, she's fun to be with.

She'll find unusual shots, she's got some really interesting photographs of me against different backdrops that I hadn't even considered. There was a fun element to the shoot that has come through in the photographs.

She really has captured fantastic images, I can't thank her enough!"

Jane Griffin, Positive Story PR Consultancy



LET'S CHAT

bex photo



Checklist

1. Homework

Work on your brand identity. Capture the human aspect and all of your awesomeness! Who, what and why?

2. Mood board

Refine your identity by creating a mood board full to the brim with personality and things that make you tick.

3. Plan, plan, plan

Create your shot list & prepare all of your amazing props/outfits.

4. Wardrobe

Figure out your style and have fun curating your outfits.

5. Confidence

Grow your confidence with an epic soundtrack, pamper session & find the photographer who gets you and makes you feel a spark!