

BRANDING PHOTO SHOOT PLANNER



INTRODUCTION: TIME TO EVALUATE YOUR BRANDING IMAGES

When was the last time you took a hard look at your website graphics, your social media profiles, and your printed marketing materials? Have you been using the same social media profile picture since you first joined 10 years ago? Does your website still look like the DIY version you put up when you first started coaching?

It's time for a change – and a change for the better!

We're talking about updating your online presence to be sure that you're portraying the proper image for your business. Your profile pictures, group headers, business page headers, etc. should all include branded images – professional images of you – that instantly tell your visitors and followers who you are and about your mission.

But don't break out the cellphone camera just yet. Your branding images need to be much more than a selfie; they need a professional, clear, bright look. You need to look your best and your background should be much more interesting than the blank wall of your office. If you want to command higher coaching prices and want to book speaking engagements, then you need your photos to portray a higher-end image: A professional image.

Be Honest with Your Evaluations

Look at all the images you use across the board: your online images, website, email marketing, and printed materials. How's the quality of these images? Are they blurry? Do they include extra people or pets? What is the image you want to portray to your potential clients? Also, most importantly, how old are these images? Even if they present your business image perfectly – or you look like a supermodel – if they're older than two years, it's time for a photoshoot.

Now evaluate what you like and dislike about each of these images. Do you have a different hairstyle or color? Do you live or work in a different setting? Is the lighting just right or is there a shadow? Don't hold back. Knowing what you like and don't like will be extremely helpful when you hire a photographer.

Your Business Deserves (and Needs) a Professional Image

When YOU are the face of your business, it's imperative to portray yourself in the best light. Yes, photoshoot prices can add up quickly but if the tradeoff is gaining more ideal clients and making more sales and booking more speaking engagements, then that initial investment in your photos is worthwhile. If you don't put your best foot forward when it comes to your image, then you can't expect to attract the best clients.

Think about it this way...if you are a life or business coach and want to charge \$200/hour, do your photos portray a \$200/hour coach? Look at the location, the quality, and the wardrobe. Does it scream \$200/hour or does it look like you're just starting out and will be happy making \$50/hour? These photos are a quick way for people to make quick judgments about you so make the investment in yourself if you want to attract high quality clients who are willing and able to spend money with you.

STEP ONE: HAVE A PLAN FOR THE PHOTOS

So...you've decided to schedule a photoshoot to get some beautiful branded images. But before we get into the nitty gritty, answer one question: why are you doing this?

Do you fully understand that these images can project your brand image on their own, without any text? Or are you doing a photoshoot because everyone else you know is having headshots done?

One of my favorite quotes is by Benjamin Franklin, "If you fail to plan, you plan to fail." This can be applied to so many facets of our lives but it's also important to remember now. If you don't have a plan for what to do with these gorgeous photos, they will sit on your hard drive gathering dust and the money you spent will be wasted. Let's make a plan together of how to use these photos so the world can see and understand your brand message.

Where to Use Branded Photos

1. Your Website. Think about your website header, your About page, your footer, and your Author's Box at the end of blog posts; basically analyze each page of your website and think about how you can implement your new photos aesthetically. Also think about investing in a website designer who can easily switch out your old website photos for these new and improved photos. They can also create a completely new and updated design if these new photos exceed your expectations.

2. Your Sales Pages. Do you currently incorporate your photo on your product sales pages? If not, give it a try with these new photos. Your audience will feel more at ease seeing your photo while reading all the benefits to your coaching packages or products. They'll know they're buying from a real person, all because you put a photo on your sales page.

3. Social Media. Instagram especially attracts lots of attention with beautiful photos but your new branded photos can be used on all your social media platforms. Branded photos also serve to pre-qualify new leads, which will save time on your end not having to deal with tire kickers or freebie seekers.

4. Video. Put together a stunning video slideshow with your newly branded photos. Add some music to set the mood along with your voice over and you have a stunning marketing video to use on your website and on social media.

5. Printed Marketing Materials. Yes, in this digital age there is still a need for printed marketing materials, especially if you have a speaking engagement or will participate in any community events. Your branded photos will help solidify your message to anyone who attends your talk or visits you in person.

As you can see, this is just a sampling of how you can put your branded photos to good use. Use your creativity to come up with other ideas for your photos and then you can move on with the photoshoot planning.

Branding Photoshoot Planner

Exercise: Plan your image use.

Photo Use/Location	Size Needed*
<p>Website:</p> <ul style="list-style-type: none"> • Header • About Page • Author’s Box • Other _____ 	<p><i>Consult your website designer</i></p>
<p>Sales Pages</p>	<p><i>Consult your website designer or VA</i></p>
<p>Social Media:</p> <ul style="list-style-type: none"> • LinkedIn • Instagram • Facebook <ul style="list-style-type: none"> ○ Group Header ○ Page Header ○ General Posts ○ Sponsored Posts/Ads • Pinterest • Twitter • Other _____ 	<p><i>Delegate to your VA</i></p>
<p>Advertising:</p> <ul style="list-style-type: none"> • Digital ads • Traditional print media • Other _____ 	<p><i>Ask about these specs before paying for ad space</i></p>
<p>Email Marketing:</p> <ul style="list-style-type: none"> • Template design • Signature photo • Other _____ 	<p><i>Consult your template designer or VA</i></p>

*A Note about Negative Space:

Negative space is extra space around the main object of a photograph. It’s important to allow for this space if you use these photos for ads, sponsored posts, or templates. Otherwise the text will run across your face, which then defeats the purpose of having

branded photos. Talk to your photographer about how they will allow for negative space.

STEP TWO: KNOW YOUR OWN BRAND

You might be surprised how many people show up to a photoshoot with no clear brand strategy. Even the best photographer will fail if you don't give her something to work with. Start with identifying your brand image and what message you wish to display to the world.

Branding is so much more than what colors and fonts you choose for your website and business cards. Think of the message you want to portray; think of your mission. Also think of the type of people in your target market you want to attract. These are the keys to your brand image and how you plan your photoshoot.

What's Your Mission?

A mission statement serves as a strategy to how you will run your business. It shouldn't be all about "making money"; instead, think deeper into the reasons why you began your business. What is the ultimate goal of your business? What will you do for your customers? Your employees (if applicable)? Your community? The world at large? Make your mission statement unique so you stand out.

What's Your Message?

How do you help people? What are your values? How will you inspire, persuade, and motivate your target audience to make a purchase with you? Messaging is what will rally your audience and excite them about what you have to offer.

Who is Your Target Market?

Not understanding WHO you're trying to attract as clients is a serious waste of energy because your message will fall on deaf ears. Understand WHO your audience is; WHERE can you find them; and HOW do they prefer to receive your content.

In this same vein, understanding who these potential clients are will determine what kind of setting to choose for your photoshoot and how dressed up or dressed down you should be. Do you want to attract wealthy business CEOs with years of experience or do you want to attract solopreneurs who need help getting their business started? The image you portray in your photos will pre-qualify your audience. A casual image most likely won't appeal to the CEOs but a formal studio portrait may come across as unapproachable to those just starting out.

Casual vs Formal

Attorneys and doctors are two examples of professions that generally have very formal portraits taken. They exude professionalism and knowledge of their field. Doctors often don their traditional white coats, too. Would you fully trust a doctor whose photo

Branding Photoshoot Planner

showed a sloppy appearance? Would you run to hire an attorney that posted a fuzzy cellphone selfie?

Lifestyle photos are very popular right now and they are a safe balance between uber casual and stuffy formal photos. These are location photoshoots that you can dress up or dress down, depending on the image you're portraying.

Exercise: Clarify your branding.

Define Your Brand	
What's your purpose or your mission? Why should your target audience care?	
What unique skills + gifts can you offer your clients? What are your values?	<i>Try creating a "What I Love About Me" list. Don't edit or overthink it; come up with 100 things you love about yourself.</i>
From your Love list, highlight the top 10 values that excite you the most. What type of content can you create to convey these values to your audience?	
Identify a clear target audience. How can you help them?	<i>Include your audience demographics: WHO are they? WHAT are their struggles?</i>

Branding Photoshoot Planner

What's your style?	<i>Fun-loving or serious?</i> <i>Bright and airy or formal?</i> <i>Tough talk or touchy-feely?</i> <i>Include pets or kids?</i>
--------------------	--

STEP THREE: CREATE A BRAND VISION BOARD

Have you created a vision board recently? It's one of my favorite things to do and it's a way to recognize your goals in visual form. Usually vision boards are created using online photos or ones cut from magazines.

A branding vision board is very similar except it will contain images that speak to your **company's image**. Colors, textures, location, layout, and style are all fair game when collecting images. Gather up anything that feels like you and pin it to your board. This process should be started long before hiring your photographer.

Pinterest is likely the easiest way to start your photo collection and if you don't want the world to see this board, simply make it **Secret** by activating the toggle button during creation. When you're ready to share your board with your photographer, simply click on the Edit pencil icon and turn OFF the Secret toggle button. Or, if you still want to keep it secret from your followers, invite your photographer to be a collaborator on your board. With either option, your photographer can now see what appeals to you as well as get an overall idea of your branding message. From there, she can start finding locations or getting other ideas of what to include in your photoshoot.

To begin this process, perform these image searches with your main branding message and image in mind. Use keywords to search Pinterest for images and pin any and all that speak to you (there will be time later in the process for organizing and purging your pins). Avoid searching for "branding examples" because you don't want to copy someone else's branding board; you want YOURS to be completely unique.

Some Things to Include on Your Branding Vision Board

1. Color Palette. Have you read anything about the [psychology of color](#)? Each color evokes a particular emotion and "feeling". Do you want to have a fun and light-hearted image or something a bit more serene? Investing in a designer with vast knowledge is worth its weight in gold simply for choosing a color palette! To begin, simply save pins with colors that you find attractive and a good match for your brand image.

2. Textures, patterns, other images. Again, choose what speaks to you and mirrors your brand. These items can also be used to create PowerPoint slides or used as backgrounds for headers or printed materials. You may also be inspired by the color palette in these images. Keep an open mind; there's time to purge extra images later on.

3. Location Shots. Ever see some location photos that just capture your attention and you marvel at the beauty? Pin those to your board for inspiration. Whether your ideal locations are outside or in, finding locations that appeal to you will help narrow down the look you want. The idea is not to copy these exact locations (especially if your pins are from a mentor's website) but rather to find local places that exude the same atmosphere. When you consult with your photographer, they should be able to think of similar locations which are local to you where you can get a similar shot. Or they may be able to suggest someplace you'd never think of based on their years of experience.

Branding Photoshoot Planner

Exercise: Create a Pinterest board.



Other Notes:

Take a look at other coaches' websites for posing or color ideas.

Look at photographer websites for pose + location ideas.

Pin any image that speaks to you or invokes a good, happy or confident emotion.

Create a SECRET board if you want to keep your ideas secret. Share with your photographer during the consultation meeting.

STEP FOUR: FIND A PHOTOGRAPHER

Professional photographers all have their own style and specialty, so you may have to research several before you find a few that are a good fit. Prices vary as well – especially if traveling to a location is involved – so keep your budget in mind when looking.

Interview Multiple Photographers

When it comes to finding a suitable photographer for this job, knowing what you want – having a PLAN – is vitally important because you need to trust that this photographer can capture the image that you have pictured in your mind. You need to trust this photographer to know their craft and trust in their creativity to deliver.

First, do a local Google search for portrait and/or lifestyle photographers. View the portfolio samples on their websites and narrow your list of prospects.

Next, make some phone calls to ask about their availability and next steps, such as a consult meeting prior to booking. Some may have immediate bookings available while others may be booked for 3-6 months. How long do you want to be in the planning stages of this photoshoot? Will the seasons change before you can schedule the photoshoot? Does a change of season work for your brand image?

Just as if you were interviewing to hire a new employee, consider these photographer meetings as interviews. Ask as many questions as you need to feel comfortable with the dialogue, style, and rapport. Ask to see more portfolio samples, especially if they are known for their business branding work. Ask if they have experience on location (you'll be surprised at how many photographers build their business with studio-only photoshoots). Ask if you can have other calls or send emails with questions during the planning stage.

Lastly, review the pricing and compare the pros and cons of each photographer. You always get what you pay for so the cheapest option may not be the best option. The cheapest option could also be the least experienced, so be sure to ask how long they've done this type of work. Ask for references and don't be afraid to call them.

Also be aware that if you choose a location other than the studio, part of the package fee will include travel expenses. Again, if the location is perfect, it's a great investment in your business but also be open to suggestions of similar locations that may be closer and won't break your budget.

Share Your Branded Pinterest Board

Once you choose a photographer and have a date set, share your Pinterest board. The more information you can give your photographer, the better. The photoshoot will move very smoothly if you both know what you're trying to achieve instead of waiting until the last minute to decide on poses and which props to use.

Exercise: Research and interview potential photographers.

How to Hire a Photographer	Notes
<ul style="list-style-type: none"> ○ Ask for referrals from business associates, friends, family, local business associations ○ Do a local Google search using your town as a keyword ○ View their websites and portfolios online ○ Look at online reviews ○ Call and ask questions: <ul style="list-style-type: none"> ○ Are they experienced with portraits and/or lifestyle photos? ○ How long have they been in business? ○ What's their soonest availability? ○ Do they offer a free consultation to discuss the job specs + pricing? ○ Book a consult if you feel comfortable with their answers. ○ Go to the consultation <ul style="list-style-type: none"> ○ Did the photographer listen to you? ○ Were they open to your ideas of what you want to achieve? ○ Did they offer any other options or creative ideas? ○ Discuss price. ○ How much is the deposit to book the photoshoot? ○ How many images does this price include? 	

Branding Photoshoot Planner

<ul style="list-style-type: none">○ What kind of post-production editing is included in the price?○ Go home and think about whether you want to hire this photographer.○ If yes, call to ask for a contract. ○ Review the contract<ul style="list-style-type: none">○ Make sure ALL the specs of the job are mentioned○ If something is missing, ask for it to be written into the contract.○ If you have any questions or concerns, have a lawyer look over the contract.○ Sign the contract after checking all the details and the dates. ○ If you have a long time between signing the contract and the photoshoot, check in with the photographer periodically.<ul style="list-style-type: none">○ Confirm that they received the contract and deposit.○ Confirm that you are indeed on their calendar.○ Ask if there's anything more they need from you.○ Ask if they have any questions for you. ○ Prepare for the photoshoot! ○ Attend the photoshoot prepared with pose ideas, props (optional), and with your hair and makeup team.	
--	--

STEP FIVE: KNOW EXACTLY WHAT YOU WANT

Photographers typically charge by the package, so when interviewing potential candidates, be prepared to answer questions like number of images, how they'll be used, locations for shooting, whether you'll need hair and makeup services and more. Now you can see why planning your photoshoot ahead of time is so important!

Here are some things to think about when planning your photoshoot:

1. Use your photo list from Step One to decide how many images you need and discuss this with your photographer during the consultation process. Remember to discuss negative space so you can use your photos as ads or sponsored posts.
2. How many outfits do you want to use? Ask your photographer if they charge extra for outfit changes since this may be considered "down time" while you change.
3. Will you be satisfied with one hairstyle? Taking time out for a hair change will likely incur an extra charge from the photographer as well as the stylist who will be present during the shoot to make this change.
4. What location do you want to use? Do you want a studio setting or outdoor? How far away is the location? If the location is any distance, your photographer will likely charge a travel fee plus any hotel expenses they incur.
5. Do you want a half day or whole day session? Ask your photographer the difference in price and if they can accommodate all that you want to accomplish in that chosen time frame. Also ask if they offer discounts or a la carte pricing on weekdays, when their schedules are generally less busy.
6. Ask if they provide their own food, water, and snacks or if they expect you to order take out or provide a catered meal.
7. Be sure that when you finally decide on a photographer that their contract spells out the exact details of what you agreed upon. If any part of the contract is unclear, ask questions to get firm answers and insist on the changes being made in writing. Don't just shake hands and hope for the best. Business is business and you should both know the exact specs of this photoshoot.

The more details you can give your photographer, the better. Any artist, designer, or photographer cringes when their clients say, "I don't really know what I want" or "I'll know it when I see it." This is why your Pinterest board is SO very important. You know what you like instinctively and sharing this with your photographer will give them a concrete idea of what type of images you like and want to achieve.

Also, create a budget and be mindful of that cost. That may be more difficult if this is your first photoshoot but know that you won't get quality photographs for \$500. You will likely pay a few thousand dollars, especially if you go to a location that requires travel time and extra setup time. However, these images are important branding pieces. If you want to be taken seriously as a coach and savvy businesswoman, then you need to invest in yourself.

Branding Photoshoot Planner

Exercise: Brainstorm your perfect photoshoot. Ask these questions before signing any contracts with a photographer.

	Follow Up Questions	Notes
Do you offer packages or a la carte pricing?	<i># of hours per package: _____</i> <i>Price per hour: _____</i>	
Will you charge less for a weekday photoshoot?	<i>Yes or No</i> <i>If yes, what is the price per hour?</i>	
Do you charge for multiple locations?	<i>Yes or No</i> <i>If yes, what is the extra price?</i>	
Do you charge for multiple outfit changes?	<i>Yes or No</i> <i>If yes, what is the extra price?</i>	
Can you refer any hair stylists and/or makeup artists?	<i>Yes or No</i>	<i>Get contact info.</i>
Do you provide your own lunch, drinks + snacks?	<i>Yes or No</i> <i>If no, what are their food preferences? Allergies?</i>	

STEP SIX: PLAN YOUR WARDROBE AND LOCATION

Go back to your Pinterest branding board and take note of what colors appear most in all your pins. Don't think about the image itself; just notice the color hues. That's a great hint as to which colors you should choose for your wardrobe for this photoshoot.

If these are also the colors you chose for your branding color palette, even better because now you can wear these business colors when you have client meetings, film videos, go to conferences, or have speaking engagements. It's not a hard and fast rule to wear your brand colors but it's one more way you can stand out from the crowd of coaches. If you choose not to wear your business colors, look for accessories that incorporate your business color palette.

Take a look at the photos on Pam Perry's [google search](#). You see that she chooses bold colors. Pam wears pink or red and orange a lot. That helps define the Branding Superstar and Branding Accelerator program and Pam's photo are all over the internet and recognizable to her target.

What's Your Style?

Personal style varies depending on what feels comfortable and what image you're trying to portray. Plenty of coaches have a more conservative or dressy style, such as [Marie Forleo](#), whereas others like [Sandi Krakowski](#) wear jeans and tank tops. [Lisa R. Wells](#) defines business casual with her blue blouse and white pants: Comfortable enough to work remotely yet professional enough to attend a business lunch.

The key is finding clothing that melds your comfort factor with your brand image. Also use your common sense: If you don't typically wear 5-inch stiletto heels, don't wear them for your photoshoot. Likewise, high heels will sink into the ground if you want an outdoor setting so choose flats or avoid soft ground.

Choosing Your Location

As with your clothing choices, your location choices should also meld with your brand image. Attorneys are commonly photographed in front of law books and accountants are typically photographed in their office. Those choices make sense based on the type of work they do.

What does your location choice say about you and your business? Take another look at [Lisa R. Wells'](#) website. Her outdoor setting is gorgeous with the different colored foliage and she stands out wearing her royal blue blouse. That setting and showing her on a laptop indicate that she can work remotely or possibly will travel to see local clients; she's not tied to an office. And blue is a confidence color; it evokes a confidence in her skills and ability to help you.

Choose clothing styles and a location that you're comfortable in and that match your branding and values. Include accessories, and try to include one piece with each outfit that features your brand colors.

Branding Photoshoot Planner

Exercise: Find 2 - 3 signature outfits at the mall or your favorite online retailer.

Choose Your Outfit		Choose Your Location	
Ideas	Notes	Ideas	Notes
<p>What's your style?</p> <ul style="list-style-type: none"> ○ Formal ○ Casual ○ Long sleeve ○ Short sleeve ○ Skirt/dress ○ Pants ○ Suit 		<p>What's your style?</p> <ul style="list-style-type: none"> ○ Formal ○ Casual ○ Local ○ Exotic ○ Outdoor ○ Indoor 	
<p>Shop your closet first.</p>		<p>Look local first.</p>	<ul style="list-style-type: none"> ○ Museums ○ Parks/Beaches ○ Historic buildings ○ Buildings with interesting architecture ○ Hotel lobbies
<p>Consider renting your signature outfits.</p>	<ul style="list-style-type: none"> ● LeTote.com ● Rent The Runway ● StyleLend.com ● GwynnieBee.com 	<p>Consider renting space to spread out and do hair + makeup</p>	<ul style="list-style-type: none"> ● High end hotel ● Airbnb ● Townhouse or apartment
<p>Want help in person? Make an appointment with a personal stylist.</p>	<ul style="list-style-type: none"> ● Nordstrom ● Macy's ● Lord & Taylor ● Bloomingdale's 	<p>Scout the location with your photographer.</p>	<p>Add the rental fee into your budget.</p>

STEP SEVEN: YOU DON'T HAVE TO BE IN EVERY SHOT

Even though YOU are you brand, you don't have to be in every shot. Consider using on-brand props or location shots to mix with the photos where you are the featured image.

Here are some great examples of coaches who use a variety of photos:

Racheal Cook, MBA

Racheal Cook's website is a great example of using other photos mixed in with her personal brand images. On the home page, you see two photos of Racheal herself – which is necessary to put a face to a name, especially if you're a new follower – but as you scroll down there are two other photos that show a hand writing in a notebook and hands typing on a computer keyboard in an office. Even though Racheal herself is not in these photos, they portray the image of setting goals and working in an office, respectively. Also notice the muted color tones of all the photos. That is consistent throughout her website and another way that she continues her branding.

Branding Accelerator Program

Take another look at [Pam Perry's Branding Accelerator](#). You'll notice that Pam uses a lot of photos of OTHER women in order to speak to the women in her target audience. Each photo perfectly matches the text where she's describing a plethora of problems solopreneurs often face when trying to brand and get PR. Midway down the home page you see a video – which is a powerful way to develop a relationship quickly with your audience – then at the bottom you see Pam's superstar photo. 😊 .

Using Props in Business Photos

Props don't have to mean crazy hats or mustaches that you see in party photo booths. For your branding photos, props can mean standing in front of a window; holding a book; using your laptop; or holding an object that speaks to your audience. Your photographer can help you determine props and poses that speak to your audience, convey your business branding, but also make you approachable so prospects are not afraid to give you a call to get more information.

Props also don't have to be handheld; consider a location that contains sculptures or find a building with amazing architecture. Those location backdrops double as props and will make your professional photos more interesting – provided that it matches your branding image and message.

While there's still a place for formal headshots, breaking that tradition in your industry can help you stand out from the pack.

Exercise: Collect your props.

Photo Prop Ideas

Branding Photoshoot Planner

Brainstorm photo prop ideas here. Don't edit your thoughts; just write down your ideas. Your props should have meaning to you and/or your audience. They should also help convey your branding message.

Some ideas: fabric backdrops; a microphone; coffee cups; flowers; glitter; jewelry; beach chairs; laptop; books; notebooks/journals; vintage items.

STEP EIGHT: SCHEDULE HAIR AND NAILS AHEAD OF TIME

Do you have your hair, makeup, and nail person in place? The days leading up to a photoshoot are NOT the right time to try out a new hairstylist, new hairdo, or new hair color! Allow plenty of time to test something new, in case the look isn't exactly what you wanted.

Branding Photoshoot Planner

We can probably all recall having a bad haircut or bad hair day that was captured in an old school photo. And of course, there's the [classic scene from Friends](#) where Ross whitened his teeth so much that they practically glowed in the dark. Avoid these mishaps in your professional branded photos with careful planning.

If you're dying to try a new hair color and/or style, plan your photoshoot for at least 4 weeks after your hair appointment. This way if the cut is too short, your hair will grow out a bit before the photoshoot. If the color isn't quite right, you'll have a few weeks to fix it to your liking.

Chances are you'll use these branded photos for at least a year or two, so be sure you're happy with the look you present to the camera. Keeping your online presence up to date with current photos helps invoke trust from your audience. Sure, you may look fantastic in a photo from 10-20 years ago but how will that resonate with your current audience when they meet you in person or see you in a current video?

Changing your look dramatically after your photoshoot is also likely to confuse your customers or new social media followers, especially if you go from blonde to brunette or to blue hair.

Also, pay attention to your nails and nail polish! One photographer friend had to use Photoshop to fix a client's chipped nail after the shoot was complete. It was an easy fix in editing but it's a mistake that can also be avoided with a simple manicure.

Hiring Beauty Professionals for Your Photoshoot

Treat yourself to a professional hair and makeup team for the day of your photoshoot. Whether it's your current hair stylist or if you have to hire one, consult with them early on about different styles and looks you want to achieve. Book an appointment for a test run so you will know well before the photoshoot exactly what your hair will look like. Also bring photos of what you like so your stylist can refer to them the day of the shoot. Better yet, share those to your secret [Pinterest](#) branding board.

Take time and ask for referrals for makeup artists. Even if you have a more natural, less-is-more makeup philosophy, experienced artists will know how to apply the makeup to look natural but still show up under all the photography lights. Ask your stylist and your photographer for referrals, then book an appointment with one or two to explain your style and to approve of the look prior to the photoshoot. The day of the photoshoot is NOT the time to be surprised at how someone styles your hair or applies your makeup.

Follow the same process as you did to find your photographer: Ask lots of questions; look at portfolios; ask about their years of experience; and then compare prices.

Branding Photoshoot Planner

Exercise: Get out the calendar and start booking appointments.

Book in Order:	Name + Contact Info	Date/Time of Appointment
Photographer		
Location (if not photographer's studio)		
Spray Tan (optional)		
Teeth Whitening (optional)		
Waxing/Facial		
Hair		
Makeup		
Manicure/Pedicure		

STEP NINE: TAKE GOOD CARE OF YOURSELF

You won't look your best on the big day if you only slept 3 hours and spent the weekend at your sister's wedding. Plan well by looking at your calendar before booking your photoshoot and don't try to be a superhero by handling multiple activities or events in the days prior to the shoot. Instead, treat yourself well by getting enough sleep and eating nutritious foods.

Get a Good Night's Sleep

Did you know that the [recommended amount of sleep for adults is 7-9 hours](#) per night? How does that compare to the number of hours you currently sleep? Most adults tend to stay up late and then rise early for work or to get the kids to school and rarely do we take time for a power nap.

Sleep plays a vital part in your body's health. While you sleep, your body heals itself; muscles recover from strenuous activity; even your heart and vessels repair themselves while you are in a stress-free sleep. Your brain also reboots so after a good night's sleep you're in a good mood and able to make good, quick decisions. Sleep is also beneficial before a photoshoot so you don't feel irritable with the photographer and beauty team. Your makeup artist will also have an easier time if she doesn't have to cover up dark circles from your lack of sleep.

Eat Nutritious Foods

Eating nutritious foods doesn't mean embarking on a new weight loss plan; instead, focus on simple, good nutrition so your skin will glow for your photoshoot. Drink half your body weight in water so your skin looks luminous. Eat organic whole foods for the best possible nutrition. Avoid those center aisles of the grocery stores where the quick-fix boxed foods are located. Generally speaking, there's nothing healthy or nutritious about these products so stick to the outer aisles of the store where you'll find fresh produce, meats, and dairy.

Consider starting your day with a green smoothie to jumpstart your metabolism and to feed your body with healthy vitamins and minerals. Coupled with a good night's sleep and healthy protein throughout the day, you'll have enough energy to be productive and you'll feel great the day of your photoshoot.

Don't be Afraid to Snack

Back in the "good ol' days" it was common to hear that we shouldn't snack between meals. Then experts said it was better to eat 6 small "meals" a day to keep our blood sugar level. Listen to your body: if you feel hungry, even if you just ate one hour ago, then give yourself a snack. But instead of reaching for chips or some other junk food, choose a nutritious snack, such as a handful of nuts, cheese, or a smoothie. Also prepare a small cooler bag with healthy food and drinks for the day of your photoshoot, especially if you plan on being on set for the entire day. Ignoring your body when it's hungry will lead to you being in a bad mood or possibly fainting. Your photographer works for YOU so you dictate when to take snack breaks.

Bring Emotional Support with You

Ask your best girlfriend to attend the photoshoot with you. She can easily stay out of the way and observe the proceedings while also giving you reminders about when to take a snack break. She can also help you with your wardrobe changes and will be brutally honest about whether you should use props or advise which shoes are best with which outfit. In the worst case scenario, she can run out to get anything that you may have forgotten or misplaced.

Exercise: Build good self-care habits into your routine now.

Health	Fitness	Beauty
Buy organic produce	Move your body daily	Wash off your makeup every night
Start your day with green smoothies	Calm your mind with meditation	Get a good night's sleep
Drink water for hydration	Build muscle mass with strength training	Moisturize daily

STEP TEN: START PLANNING YOUR NEXT SHOOT

You can never have enough brand photos plus you'll learn something from every shoot, so start making notes now about what worked and what didn't, and what you want to include next time.

Think of this as a debriefing. Start from the top and work your way down this list of questions and take note of your honest answers.

Your Team

How was it to work with your photographer and beauty team? Even with all the research you did, were you surprised by their attitudes or the way they conducted themselves at the shoot? What did you like or dislike about them on the day of the shoot? Were they prepared? Were they punctual? Were you happy with the final results of their work?

Your Location

If your photoshoot was at a particular location(s), was it easy to access? Did the photos online match up with how the location looked in real life? Was it easy to book/rent the location? Was it easy for the photographer to setup their equipment?

Your Health

Did you feel well-rested before the photoshoot? How did you feel physically and emotionally during the photoshoot? How long was the photoshoot? Did you have enough to eat to sustain you through the hours of shooting?

Your Final Products

Depending on your photographer's schedule, it could take some time before you see the final images of your photoshoot. Hopefully this was explained during your consultation and/or noted in the contract. Take a careful look at the final images and try to think as objectively as possible (since we all know how difficult it is to choose photos of ourselves that we actually like). Are you happy with the poses and lighting? Do they match your branding image and mission? Can you envision these photos used on your website, sales pages, and other marketing materials? Did the photographer follow your sizing needs (although this may be done after you approve the final proofs)? Overall, would you feel comfortable recommending this photographer to another business acquaintance or would you tell them to run away?

Keep these notes handy for the next time you want to book a photoshoot. After you add these new photos to your website, product pages, etc. think about the next time you want to update your images. Some coaches choose to update their photos annually – so their online photos actually look current – but also think about your budget.

Do you have a need for seasonal photos? How about a video shoot for marketing purposes or for a video class you intend to launch? These same notes can be used to find a videographer who can bring your vision to life.

Branding Photoshoot Planner

Exercise: Evaluate the shoot and take notes about what you loved about the shoot and also what you would do differently in your next shoot.

Vendor	Evaluation	Next Time...
<p>Photographer</p> <p>Name/Contact Info:</p>	<p>Were you happy with their results + pricing? Y/N</p> <p>Notes:</p>	<p><i>What would you do differently?</i></p>
<p>Location</p> <p>Name/Contact Info:</p>	<p>Were you happy with the location + staff? Y/N</p> <p>Notes:</p>	
<p>Wardrobe</p> <p>Stylist/Store/Rental Info:</p>	<p>Were you happy with the clothing choices? Y/N</p> <p>Notes:</p>	
<p>Beauty Team</p> <p>Hair: Makeup: Skincare/Waxing: Nails: Tanning:</p>	<p>Were you happy with their results + demeanor? Y/N</p> <p>Notes:</p>	
<p>Your Final Images</p> <p>How many images?</p> <p>Did the photographer follow your size specifications? Y/N</p>	<p>Were you happy with the results? Y/N</p> <p>Notes:</p>	

