

BRANDING SHOOT GUIDE

*How to work with your photographer to create
great branding images.*

BY LANIE SIMS



What is a Personal Brand?



Hi. My name is Lanie, and I am a Personal Branding Photographer.

And whether you know it or not, you have a personal brand! The truth is if you don't intentionally create your brand, other people will.

My purpose is to create images for you and your brand that give you the confidence and freedom to show up in your business.

As so much of our world is now "online," it's essential that your online presence creates a good impression on your audience. An easy and effective way to connect and build credibility with your audience is to show your face and share your story through professional and unique images. After all, people buy from people!

We can tell your story and highlight your products and services in a fun and engaging way. Investing in photography provides such great value for your business as the images can be used for so many things.

Imagine the ease of having a bank of photos that you can easily grab for things like:



- social media posts
- course launches
- websites
- profile pictures
- landing pages
- client emails
- promotional material



Why hire a Photographer?

The benefits of hiring a photographer to capture your professional images are endless! Here are a few:

- We bring the experience and know-how to achieve precisely what you want.
- Professional photos build trust and credibility and position you as an expert in your field.
- Sharing your unique story will help you attract your dream clients.
- You will gain the confidence and freedom to start promoting yourself.
- The ease of knowing that you have a variety of images to call on when organising your marketing material.
- You will be able to connect and convert your audience with unique content.



Research Your Photographer

My number 1 tip is to do some research on what photographer would work best for you.

Try not to choose a photographer just based on price. While this can be a consideration, it's more important that you **love that photographers' images** and sense they can capture what you want.

Instagram is a great tool for researching. Ask friends. Arrange a phone call with a prospective photographer to see if you connect with them. You want to be able to **feel comfortable with this person** so you can relax in front of the camera.

Each photographer has their own unique style. **Mine is fun and relaxed!** I try to not take myself too seriously and I find that this helps my clients relax in front of the camera aswel.

While we can spend time planning for a shoot, one of my favourites parts is just wandering around our chosen location looking for spots that look interesting.



***"I don't trust words.
I trust pictures."
— Gilles Peress***



Lets talk about you

Who are you? What is your vision?

What do you want people to know about you?

What do you want to share with your tribe?

These are all great questions to work through **to get clear on what kinds of images you want for your business.**

Mood boards are a great way to centralise these ideas and they also provide your photographer with a better understanding of what you want.

It's also essential to work with your photographer to **create an "ideal" shot list** - those images that you definitely know you want. That way you both have a clear vision on what you are working towards before the shoot begins.

Capturing a mixture of wide angle and close up shots is a great to show your story.



Why are Props Important?

Now that you have worked on your message and you feel comfortable with what you want your brand to look like, we can work on what you can bring along to the session to help convey this message.

Health Coach is a great example. A heap of fresh healthy food perfectly delivers on their overall brand message. And as they also provide online programs another prop could be a laptop or other electronic device. This is all inline with what their message is about, and makes it easier to tell their story.

Or maybe you sell products and want to include them in the shoot?

Every person and business is totally unique, so you can discuss this with your photographer to work out what would be best for you.

Props also allow you to create a great variety of images which gives you more banana for your buck.





Location Location

Where do you feel the best location is that represents your brand?

This varies a lot depending on what type of business you are involved in. And the 'vibe' of your business will determine the best location for your shoot.

Sometimes a studio setting against a white background can be the shot you want. Or do you have a more lifestyle vibe and being outdoors in the garden or even a local cafe might suit you more? What sits best with the message you are giving to your clients?

To be time efficient I like to use a variety of spots in the one location. This means we aren't rushing around in cars to get to the next spot and you can create more diversity in your shots. This also adds to the fun, as we can get really creative with what you want to achieve.



A benefit of using a photographer is that **I will go location scouting** for you to determine the best spots for your shoot.

When clients ask me what locations I use, the answer is usually 'everywhere', as every person has their unique brand, the locations are rarely the same.

Ok great! But what do I wear?

Try to organise your clothes with plenty of time so you're not rushing around at the last minute stressing out. This could be great chance to get that new outfit, or even raid a friends closet!

Also keep in mind what you do, for example, a pilates instructor could wear workout gear, but it might not be appropriate if your a Mortgage Broker!

If your session allows it, **bring a couple of changes of clothes** to maximise the variety of your images. This could be as simple as throwing on a jacket or depending on what you wanted the photos for – a whole new outfit change.

Depending on the look of your brand, try to stick to the 'classics' so your photos won't date, but feel free to throw some colour in there, and definitely **stay true to your authentic self and natural style.**

As your photographer, I am happy to bounce some ideas around with you, and will be able to tell you what will and won't work.

I frequently give feedback to clients who send me photos of their outfits if they are unsure about what will work best.

The **more comfortable you are in your clothes**, the more confident you will come across in your photos.





Positive mindset is key

You have realised that good looking content is an important part of your marketing strategy for your business, and you are ready to take it to the next level!

Mindset can play a big role in the outcome of your shoot, so its important to bring a positive one! Limiting beliefs can be kicked to the kerb!

Honestly though, at first everyone is a bit unsure and awkward, but pretty quickly we start to have fun and get into the groove of the shoot, so please dont stress – **focus on the outcomes** and everything will fall into place.

Make the most of this opportunity to present the best version of you. If you don't want to do it yourself, book a makeup artist. Are you due for a hair cut, or your next manicure?

Make sure these things are booked plenty of time in advance to avoid unnecessary stress, and most importantly please **have fun with it!**



*What happens
on shoot day?*

Here are just some ideas to think about to make your shoot day run with more flow:

- Iron any clothes you want to wear the night before. Also, if you are taking a change of clothes, please be mindful if they are likely to crease and bring them on a coat hanger rather than folded in a bag.
- Book your session time with plenty of time to drop off the kids, get your makeup done (if you have organised) and get to the shoot relax and organised.
- If you have an idea for something during the shoot, then let the photographer know. This is a collaborative effort and you should definitely have an input into how the images are created. Hopefully you have chosen a photographer who you feel comfortable with to talk about your ideas.
- Have fun with it! Think about how these photos will be able to create the business of your dreams and really get present with your intention for the shoot.



Final Checklist

Ok so that was probably a lot of information. Here is a quick checklist to sum things up:

■ **Research your photographer**

Make sure you connect with them and like their style before booking.

■ **Get clear on your message**

Are you serious and professional or fun and relaxed? What do you do in your business and what do you want to have photographed. Is your shot list ready?

■ **Props and products**

What do you use in your business that could add to the story telling aspect of your images?

■ **Location**

Do you want studio shots or are outdoor/cafe shots more your vibe?

■ **Wardrobe**

Stay true to your authentic self and natural style. Do I need to book a hairdresser or have my nails done? Do I have a variety of clothes to use?



Mindset

Limiting beliefs are not welcome!

And don't forget, you are not in this alone. As your photographer, we work together to create a kick arse photo shoot !



LANIE SIMS
P H O T O G R A P H Y



About Me

I am Perth girl, born and bred on the northern beaches.

After my first child was born, I decided to take a leap of faith and pursue my life long interest and passion as a mature (ah hmm) age student in.... photography!

13 years later and my interest in photography is still going strong.

I love to photograph people, whether its young kids and families, or a business owner trying to increase their online presence.

If your keen to start a conversation, here is how we can connect:

www.laniesimsphotography.com

