



Tel: 020 7263 2239 | **Mob:** 07766 241763

Email: hello@susannahfields.co.uk

Web: www.susannahfields.co.uk

Portrait & Personal Branding Portrait Sessions - **Quick Brand Snapshot**

Thank you for considering booking me as your professional photographer. Having a set of great portraits and headshots is very important, with a focus these days on seeing the person/people behind the brand, especially with small businesses. So, thinking about your photo session, let's try to nail down what image you want to get across to your customers.

For example, are you a playful brand who wants to appeal to under 30s? Are you an artist who wants to be taken more seriously in the corporate market? Perhaps you run a therapy business and want to make sure people see you as kind and approachable, or you're a mumtrepreneur and want a set of images showing you balancing work and childcare. Think of your photo session as an ad campaign and work out what parts of your personality and values you want to project. That's personal branding.

And so that I can understand your style, reason for the shoot and what you want to achieve, I love to understand this before the shoot, so please run through the questions below and, if you can, fill them in before our call. Don't worry, if you're unsure about any it, I'll walk you through it all.

This form is all confidential and just for us to create some great photos together.

1. About Your Business

- In a sentence or two, what do you do?
 - What kind of businesses/people do you most love working with? And/or what are your USPs?
 - What do you think makes you different from others in your field?
-

2. The Feeling

- Choose 3 words that describe you and your brand – i.e. warm, friendly, helpful, fun, playful, experienced etc
 - How do you want people to feel when they see your images? – i.e. I trust this person, I feel safe with them, they are really professional
 - Is there a brand (any industry) whose visual style you admire? – please list any websites, Instagram's etc
-

3. How You'll Use The Images

- Where will these images mainly be used? – i.e. on your website, Instagram, LinkedIn, press, launch, conference panels, tenders etc
- Is there anything specific you need coverage of? – i.e. showing you talk to customers, being on the phone, going through accounts etc

4. Visual Preferences

- Light & airy or darker & moodier?
 - home, workspace, or outdoor location? (you can have several)
 - Any colours you'd like to feature or avoid?
-

5. You

- On a scale of 1–10, how comfortable are you being photographed?
 - Any concerns you'd like me to know about?
 - What outfits are you thinking of bringing?
-

Here is a reminder of some of my portraits and headshots, on the call, if you want you can point out any you particularly are drawn to (style and lighting wise). This helps me get your taste....

Business headshots here: <https://susannahfieldsphotography ltd.pixieset.com/headshotsandportraitsforbusiness/> and for more creative portraits and personal branding, here: <https://susannahfieldsphotography ltd.pixieset.com/personalbrandingandportraitsfolio/>.

If you're not sure about what to wear, you can send me phone snaps of your outfits, and I can advise or we can arrange a video call. Of course, you can bring as much as you can carry on the shoot and use accessories to change a look.

I do also understand that you may be nervous about having your picture taken, but, honestly, follow the tips below and leave the rest up to me. You need not worry about how to pose as my job as a photographer is to flatter, relax and generally guide you through your shoot. I will do my best to make you look your very best and have some fun at the same time.

When selecting your pictures, after the shoot, if you really can't make a fair judgment, ask a friend/relative or colleague who knows you well, or simply ask me to pick.

Oh, and just tell me on the day, or when you pick your finals, if you're self-conscious of something or want a spot zapped in Photoshop. I never mess around with people's faces/figures on Photoshop, just a little classic touches, unless you request something specific.

Anything else – just ask! See you on the shoot.....

Susannah. 📷

Top tips before your shoot:

1. When planning what to wear for your photoshoot, decide on the image you want to project over the next few months (the time period you will probably use most of the photos for), for example, is your look business smart, high fashion, working mum? Are we going into spring season or are you planning lots of wintery posts?
2. You can keep clothes simple with one colour palate – especially relevant to the season we shooting in/for. Or go for something classic, like grays, blacks & whites. However, if you like a more colourful Instagram feed, go for all the colours that suit you and we'll mix it up – it all depends on your brand/personality.
3. Don't try any new products on your face or hair just before the shoot, in case of an allergic reaction, better to stick with what you're used to.
4. If you wear glasses all the time, keep them in the shots. If you only use them for working/reading, wear them for just those type of shots.
5. Make sure clothes are crease-free &, if possible, avoid linen for this reason. As you'll be carrying items on the day, roll them with tissue paper if you're able & bring a small rolling cabin case to put it all in for ease of use. I can watch your things whilst you nip off to change.
6. It's absolutely fine to bring your highest, most beautiful shoes, but keep them in the case & please wear comfy shoes for walking around in.
7. You may have to do a few changes. So, if possible, wear a base layer/underwear that keeps you modest & shoes that can slip easily on & off. Do not worry though, we can always find somewhere private for you to change into full outfits – this is just useful if you want a quick switch.
8. Be mindful of the longevity of your photos – if you wear very obvious slogans or really high fashion trends, they will date.
9. If you have long hair & want to do shots with it up & down, start with the up-do & take it down later. Remember when working outdoors, your hair may get wind-blown. This looks very natural & can add to the shots, but do bring spray, combs & clips if you need to manage it.

10. Keep your make-up as you would wear it every day & change it up with lipsticks – *if that's your thing*. Do bring some powder to help with shine & spare lipstick & any other items you might want for touching up. If you have a make-up bag with a mirror, perfect.
11. Accessories personalise an outfit, and help us get more looks – so do bring different scarves, jackets, jewellery, ties and sunglasses. A simple necklace can really frame your face in a flattering way and pearls and silver jewellery help light up white/olive skin. Gold and gems look great on darker skin tones. A colourful pocket handkerchief, colourful ties and socks are a great way for men to jazz up your photos.
12. Ladies – be careful of your bra line and straps, which may show and, if you're large busted and having a close-up, do wear a top that breaks up the chest area – with a nice colour, several necklaces, a detail around the neck - just don't go too low on the neckline.
13. If you're self-conscious of your tummy, for a headshot, you don't need to worry as the crop line will be just above the squidgy bit! For full length shots, tell me & I'll help you pose in a flattering way.
14. But, to reduce weight, don't wear clothes that are so baggy you lose body form. Instead opt for clothing that floats across the body, so it's not super clingy but still give you shape & celebrates those curves. Yes, even beer bellies are curves, fellas!
15. Jackets, long narrow cardigans and high-waisted skirts & trousers do wonders for a slimming effect. Waistcoats, guys, work magic!
16. Finally.... Tired? Late night? Then do wear some concealer (yes men can too – it's magic!), but NOT on the puffy bit as that actually makes it worse. Choose a lighter shade than your skin tone, gently dot it along the eye socket line, just above your cheekbones and blend in. Do the same just underneath your eye brow and it will open up your eyes a little. I will bring some basics on my shoot in case you need it.