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## Portrait & Personal Branding Portrait Sessions – **TOP TIPS!**

**Thank you** for booking a professional photography session. Having a 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, consider the clothes you want to wear and take into account my top tips below. If you're not sure about what to wear, bring a few things, and I can advise you on the day.

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!

Here is a reminder of some of my portraits and headshots, to give you some style inspiration! But don't compare, we're all different and these photos are about bringing out the best of you.

Business headshots here: <https://susannahfieldsphotographyltd.pixieset.com/headshotsandportraitsforbusiness/>

Creative portraits and personal branding, here: <https://susannahfieldsphotographyltd.pixieset.com/personalbrandingandportraitsfolio/>

## Top tips before your shoot:

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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 are shooting in. 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 types 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.
6. Be mindful of the longevity of your photos – if you wear obvious slogans or really high fashion trends, they will date.
7. If you have long hair & want to do shots with it up & down, start with the up-do & take it down later.
8. 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.

9. Watch your finger nails. You may not think that your nails play a starring part, but, in anything more than a close up headshot, your hands will appear in the final photos. So please keep them clean, filed and if polished/manicured, make sure there are no chips if possible.
  10. Accessories personalise an outfit – so do bring different scarves, jackets, jewellery and ties. 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.
  11. 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.
  12. 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.
  13. 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, good shapewear to smooth lumps and bumps and avoid super clingy but still give you shape.
  14. Jackets, long narrow cardigans and high-waisted skirts & trousers do wonders for a slimming effect. Waistcoats, guys, work magic on those curves - yes even beer bellies are curves, fellas!
  15. 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 eyebrow and it will open up your eyes a little. I will bring some on my shoot in case you need it.
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I look forward to seeing you on the shoot!

Susannah.