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Portrait & Personal Branding Portrait Sessions – **TOP TIPS** before your shoot.

Thank you for booking me as your professional photographer.

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 we'll have some fun at the same time.

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.

*Here is a reminder of some of my portraits and headshots, to give you some style inspiration! But remember, we're all different and these photos are about bringing out the best of **you** and your best self. [Business headshots](#) and [Creative portraits and personal branding](#).*

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 in your photo, for example, you want a spot zapped in Photoshop. I never mess around with people's faces/figures on Photoshop, just some light editing, 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; 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 group, such as something classic, like grays, blacks & whites. However, if you like a more colourful palette, or want to match your brand colours, then go for it – it all depends on your brand/personality. But be mindful if shooting more than one of you in a business, try to match up to some degree. You don't want one of you in a formal suit in black/grey and your colleague in a bright red t-shirt for example!
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, and, if possible, avoid linen for this reason. If you're carrying extra clothes on the day, it's a good idea to roll them in a case.
6. It's fine to bring your highest, most beautiful shoes, but keep them in the case and please wear comfy shoes for walking around in if we're going off-site.
7. If we're shooting in a public place, such as a park, you may have to do a few changes. So, if possible, wear a base layer that keeps you modest. 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 obvious slogans or high fashion trends, they will date.
9. If you have long hair and want to do shots with it up & down, start with the up-do and 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 and 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 if you want.
12. A simple necklace can really frame your face in a flattering way. 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.
13. Ladies – be careful of your bra line and straps, which may show. If you're large busted and having a close-up, do wear a top that breaks up the chest area; perhaps a chunky necklace, a nice V-neck or collar.
14. 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, don't worry, I'll help you pose in a flattering way.
15. 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 and celebrates those curves.
16. And, yes, even beer bellies are curves, fellas! Jackets, long narrow cardigans and high-waisted skirts & trousers do wonders for a slimming effect. Waistcoats, guys, work magic!
17. Finally.... Tired? Late night? Then do wear some concealer (yes men can too – it's magic!), but NOT on the puffy bit as that 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.
18. Nails – yes, we're photographing your face BUT hands often feature in portraits. So, if you have a manicure, make sure it's in good condition, or touch up any chips on your polish. For naked nails, keep them clean and filed nicely.
19. Don't add too much extra shine on your face, neck, arms by over moisturising just before the shoot, this will be super shiny on camera. I do bring some powder with me, but better to be as grease-free as possible before hand.

And finally, these are tips to guide you, but don't worry too much, I will bring some basics on my shoot in case you need it (comb, mirror, powder) and ultimately we'll make sure you get the best portraits that you'll love to show off and I'll guide you all the way through the session.