

BRANDING/ LIFESTYLE PHOTOSHOOT CHECKLIST

NOT SURE HOW TO PREPARE FOR YOUR PHOTOSHOOT?

We have come up with the best poses and tips for your branding photos to ensure we capture your professionalism, lifestyle, and likeability!

Professional headshots don't have to be all serious. Take a look at these updated, modern branding photos.



The "Touch of flare" Pose

Let your personality shine!

Let them see you fun, casual style and personality with your outfit and pose. An inviting photo is how you build your brand online!



The "Yes! I look good doing anything" Pose

This is a connection photo! Use props, fun poses, and space within a home to showcase your personality and your brand!



The "Power" Pose

Show them confidence - in a friendly way! Try leaning on a desk or a table with the tools of the trade.



The "Relaxed" Pose

Strong and confident but relaxed and approachable.

Building Trust!

WANT TO SEE THE FULL CHECKLIST OF TIPS?



NOT SURE WHERE TO START?

HERE'S YOUR CHECKLIST!

LOCATION

A home with a modern kitchen and a key chair or couch. Not much of the background is shown in the photo, but it does give it the 'lifestyle' look rather than a formal studio white background. Your home, or we can combine the branding photoshoot with a listing photoshoot. Give me a call to chat about this; we often come up with something in a phone conversation!

OUTFIT

Bring 2-4 outfit changes - yes, come with your best business casual and casual outfits 😊 - SOLID colours - the focus is you, the clothes accessorize your brand . We want the 'eye' to go to the person, not the pattern!

HAIR & MAKEUP

Make sure it matches your branding and what you want your audience to see!
You likely don't show up too fancy to every showing! :)

PROPS

Bring some cool stuff to your "lifestyle photoshoot"! A coffee mug, laptop, glasses, notebook, phone (who goes anywhere without this? 😊 Maybe a nice chair or book, just the right colour!

POSE IDEAS

Have a few poses you want to do. Find inspiration from Pinterest or Instagram! We will have suggestions and poses ready too!

BRAND IDENTITY

A fancy title; just think about how you want to be perceived by your potential clients, and show off your personality! Fun, organized, action-oriented... have a few more key adjectives ready for us to find the right poses and look to your photos.

