INFLUEX

THE ULTIMATE
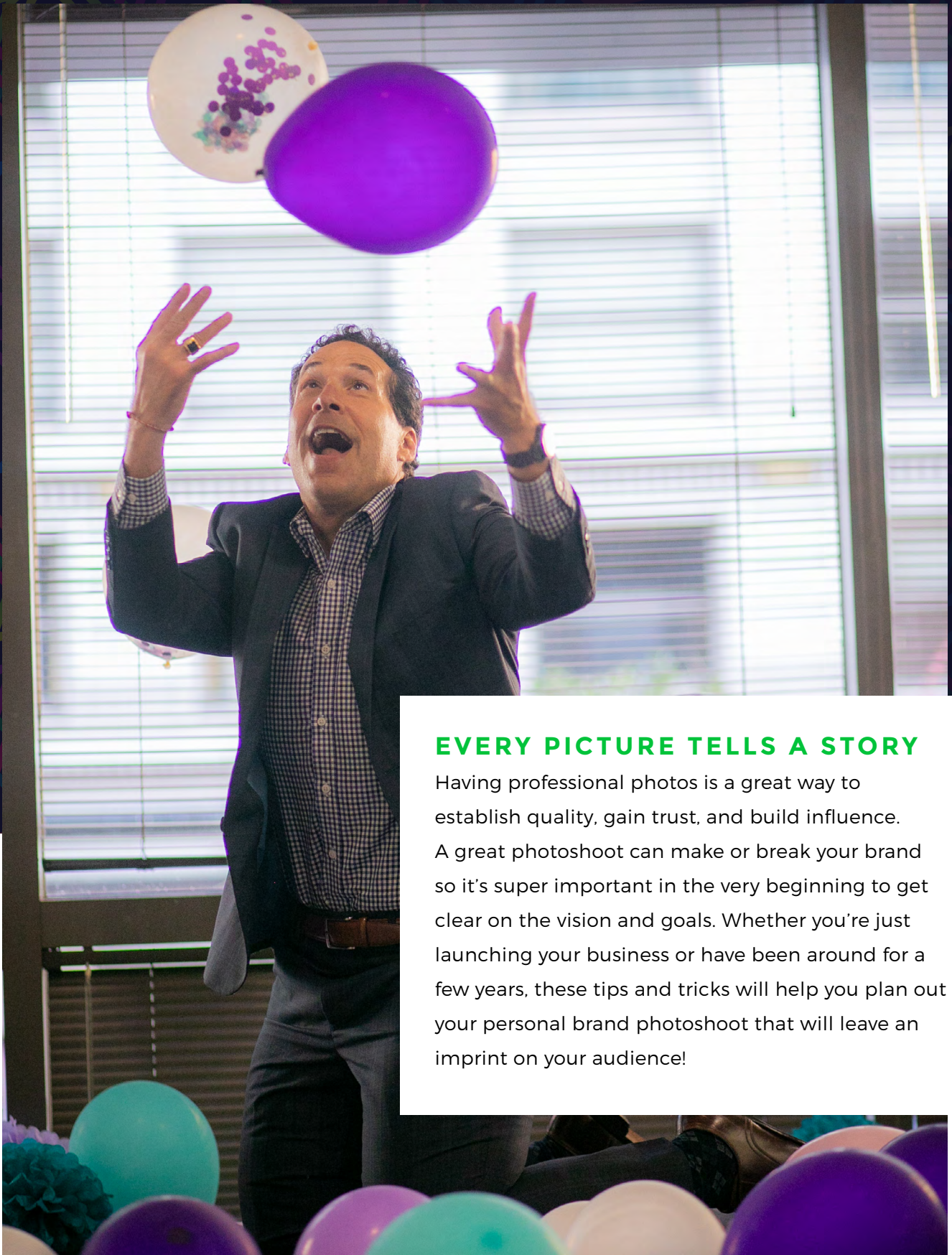
INFLUEX
PERSONAL BRAND
PHOTOSHOOT
PLANNING GUIDE

A step by step reference to help you capture the best possible photos for your Influential website.

TABLE OF **CONTENTS**

INTRODUCTION

EVERY PICTURE TELLS A STORY

Having professional photos is a great way to establish quality, gain trust, and build influence. A great photoshoot can make or break your brand so it's super important in the very beginning to get clear on the vision and goals. Whether you're just launching your business or have been around for a few years, these tips and tricks will help you plan out your personal brand photoshoot that will leave an imprint on your audience!

REQUIRED SHOTS

Having your photos taken can often feel daunting. There are endless decisions to make, from picking your wardrobe, to choosing the best location and capturing the right shots.

Breaking these decisions down to a series of simple steps can help provide order and clarity to your decision-making process. And the purpose of this planning guide is to give you the step-by-step plan to help you conduct a successful personal brand photoshoot.

HEADSHOTS

Staring straight ahead into the camera is not typically a flattering look.
Instead, angle your head ever so slightly to the right or left.

PROFILE

Whether you use a phone or a traditional camera, your pose should be natural for you.

3/4 **VIEWS**

For the most slimming position, angle your body slightly to one side, one foot in front of the other, shoulders back, pelvic thrust out, and stomach sucked in.

FULL BODY - 3 POSES

Guys: Stand straight either facing the camera or slightly turned with hands on hips.

Girls: Place a hand on your hip and bend one knee. This gives your body a flattering S-curve.

WAIST UP

Don't position your head and shoulders the same way. Instead, turn your shoulders away from the camera slightly while turning your head toward it. This helps avoid a double chin and is slimming.

ABOVE THE KNEE - 3 POSES

Make an impression by showing your distinctive personality. Do not stare aimlessly when posing. Create intensity for the camera through your eyes.

LOCATIONS, WARDROBE, PROPS

One of the most important aspects of portrait photography is picking a suitable location. Your choice will drive all other decisions about the shoot, including what lighting and props to take, which clothes the subject should wear, and the most suitable poses to use.

LOCATIONS

We encourage a variety of locations that both express your authentic essence and appeal to your audience. Where do you work? What do you do for fun and where? Where are you most creative? What kind of locations appeal to your audience?
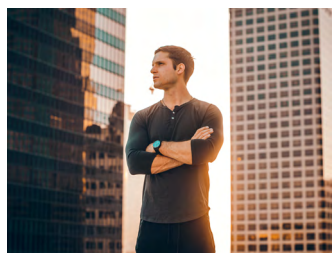
LOCAL COFFEE SHOPS

CO-WORKING SPACES

URBAN CITYSCAPES

NEIGHBORHOOD PARKS

SPEAKING ON STAGE

AT THE GYM

A FARMERS MARKET

SACRED SPACE

IN YOUR OFFICE/STUDIO

IN YOUR HOME

AT AN AIRBNB

AT A YOGA STUDIO

WARDROBE

Having a variety of outfits to choose from will help your audience see the different facets of your personality. Make sure to have a minimum of 3 wardrobe options.

OUTFIT ON THE JOB

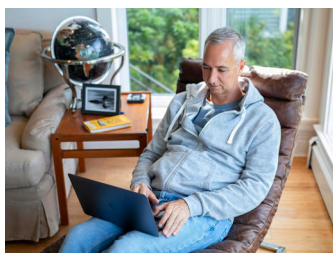
CASUAL

DRESSIER

SPEAKING GIG WORTHY

PROPS

A simple yet highly effective way to spice up your photography is to use props in your scenes. Using props in photography is a great way to add your personality and unique character traits to your photo.

MOBILE PHONE
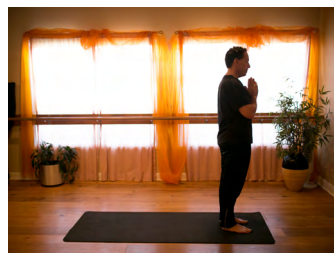

LAPTOP

NOTEBOOK OR JOURNAL

COFFEE OR TEA CUP

MICROPHONE

WINE OR CHAMPAGNE

YOGA MAT

BOOKS/MAGAZINES

APRON

FLOWERS
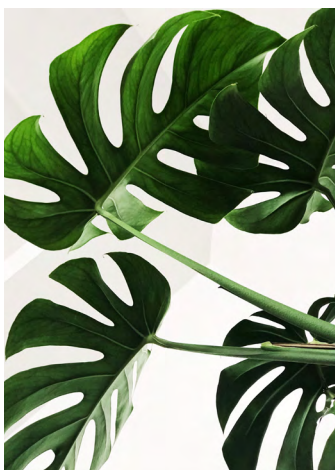

HATS

MIXED DRINKS

PHOTOGRAPHY
BEST PRACTICES

REFERENCE

Put together a secret board on Pinterest of inspirational brand photos and share your board with the Influex team and photographer you hire so that we can collaborate on creating cohesive visual ideas.

SAMPLE MOODBOARD

LIGHTING

Try to get close to a window or another source of natural lighting. Try to get light on you, not behind you!

COLOR PALETTE

When deciding on props and wardrobe, ensure the colors you are selecting matches your brand aesthetic. This will ensure that your photos will work with the design of your website.

COMPOSITION

We generally prefer having more horizontal photos rather than vertical since it allows us the ability to crop in when needed. Also make sure to position yourself center, left, and right of frame. This will also give us room to add text and graphic elements.
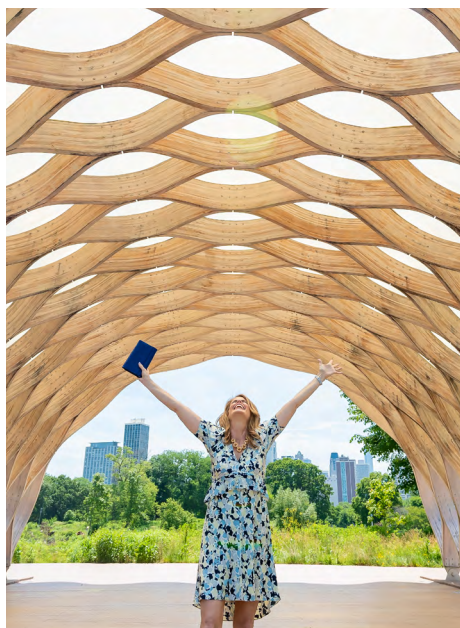
CROPPING

Give enough room around your body so that limbs don't get cut off. In instances of waste up or above the knee photos, make sure to crop above or below the joints.
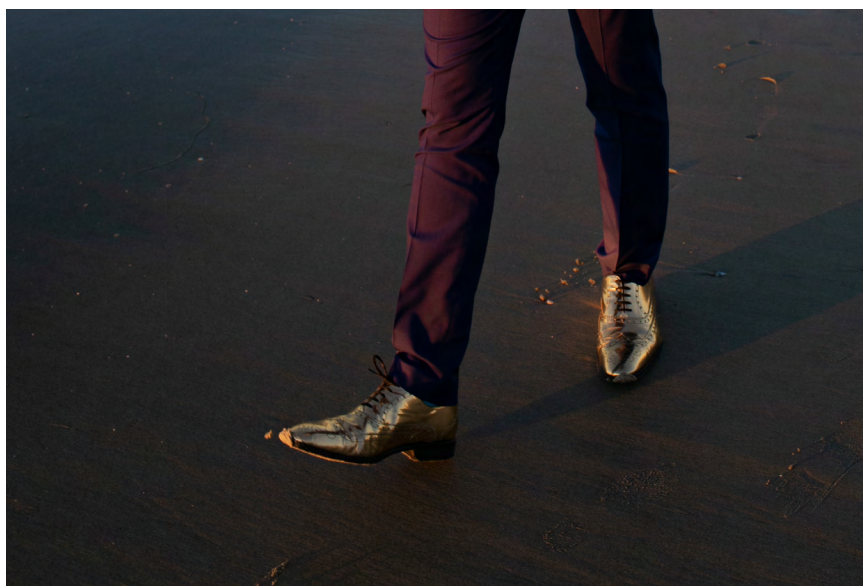
MINDSET

Get into the mindset of your clients (from the struggles they are in now, to the victorious state they'll feel when they accomplish their goal) and show that through your pose/facial expressions.

PHOTOGRAPHY BEST PRACTICES

ESSENCE

Show your essence and expression through your photos (your traits - i.e. silly; your creative expression; your vibes in the background or in your clothes, etc). Photos don't lie. The more you feel comfortable in your own skin the better the photograph will be.

INFLUEX PERSONAL BRAND PHOTOSHOOT PLANNING GUIDE   18

HOW TO SUBMIT
YOUR PHOTOS

To make sure all files are organized, please do not email us any attachments. There are 3 ways you can send us files: via Basecamp, Dropbox or Google Drive.

HOW TO SHARE FILES VIA BASECAMP

Simply add a comment to the Basecamp threads requesting copy or photography with the link to the shared folder. Make sure to re-assign the task to your Influex Project Manager after you do so.

SHARE FILES VIA DROPBOX

Please share files with notifications@influex.com

SHARE FOLDERS IN GOOGLE DRIVE

Please share files with notifications@influex.com