

FEEL NATURAL on Camera

POSING TIPS FOR
PERSONAL BRAND
PHOTOS THAT
LOOK CONFIDENT,
NOT STIFF



Let's Take the Pressure Off

You don't need to "know how to pose" to show up beautifully in photos. These simple, natural movements will help you feel more relaxed, confident, and true to yourself on camera.

POSING TIPS LIST

Relax your hands.

Let them hold a prop or interact with your surroundings—adjusting a sleeve or flipping a page helps!

Shift your weight.

Standing flat-footed can look stiff. Lean into one hip or angle slightly.

Soft bends.

Keep a gentle bend in your arms and legs for a more natural, approachable posture.

Use movement.

Walking, reaching, writing—it all adds life to your shots.

Look away, then back.

Try laughing or glancing away, then reconnect with the camera for a more candid moment.

Breathe.

Holding your breath tightens your face. Exhale through a smile and repeat.

Try these during your session:

Hold your coffee like you're mid-thought.

Pretend you're giving advice to your dream client.

Glance up from your notebook and give a soft smile.