

PERSONAL

BRANDING

BY CHRIS BOJANOVICH



10 TIPS TO
ROCK YOUR
PERSONAL
BRANDING
PHOTOS

PORTRAITS FOR BUSINESS PROFESSIONALS

BY BOJANOVICH DIGITAL



PERSONAL BRANDING GUIDE TABLE OF CONTENTS

05 WHAT IS PERSONAL BRANDING

08 10 TIPS TO ROCK YOUR PHOTOS

18 WHO NEEDS PERSONAL BRANDING

20 ABOUT US





WHAT IS PERSONAL BRANDING

WHAT IS A HEADSHOT

A headshot is a basic head and shoulders image of you that is mostly used in a professional capacity, such as your LinkedIn profile, your business card or your website.

WHAT IS PERSONAL BRANDING

Over the past few years the traditional corporate headshot has evolved. Today, an effective headshot must be modern, fresh and forward thinking. It needs to set you apart from the competition and visually portray who you are to anyone looking at you online. These images will define your personal brand.

Personal Branding is perfect for small business owners, corporate executives, entrepreneurs and anyone who has an online presence or is active on social media.



I WANT TO TAKE THE BEST PHOTOGRAPHS
YOU HAVE EVER SEEN
OF YOURSELF

- CHRIS BOJANOVICH



DISCOVER THE POSES, CLOTHING AND BEAUTY TRICKS THAT WILL HELP YOU BRING OUT YOUR INNER CELEBRITY.

Contrary to popular belief, being photogenic is an acquired skill and not an inborn talent reserved for Hollywood celebrities.

When it comes to looking gorgeous in pictures, the simplest tricks can have the biggest impact. The goal of a personal branding shoot is to capture the best version of yourself and get a set of photos you are proud of and post them across your online platforms. Just follow the 10 tips below and I promise you will look confident, smart and ready to take over the world!

1. STRIKE A POSE

There is really nothing to it, and don't worry, I will guide you throughout the shoot. In general terms posing is very easy. Stand up straight and tall, lift your head (imagine a string pulling your body upwards.) Then stick your chest and pull your belly in, then just let your shoulders relax. Shift your weight to the back leg, let the knee of the opposite leg pop out and pop your hip a bit to give you some curve. Let your arms relax to the side and slightly bend your elbow.

The goal is to elongate your body, give you curvature, and have a bit of space between your arm and your body. Next time you watch TV, pay attention how the stars stand for their photos on the red carpet. Get that "Miss America Pose!"



2. IT'S ALL ABOUT THE JAW.

If you are like me, you want to avoid that dreaded double chin! When a camera is focused on us we unconsciously pull our head back, which is completely unflattering. Instead, push your forehead out towards the camera and tilt your chin down just a tiny bit. It may feel uncomfortable or unnatural at first, but practice this in the mirror and you'll be impressed by how well accentuated this simple trick can make your jawline look.

3. FLIRT WITH THE CAMERA.

Get a bit playful and embrace what makes you unique (your freckles, that small gap between your front teeth, those cute smile lines). A confident attitude makes all the difference in the world, so stop hiding and work it!



4. THE SQUINCH.

The squinch will make you look amazing! Dubbed the “squinch” by Peter Hurley, the headshot photographer to the stars. All you have to do to pull this off is look intensely at the camera, put a little downward pressure on your brows while you lift your lower eyelids. Sound silly, confusing and odd, but it works!

It feels funny at first, but with a bit of practice it will make you look sexy, mysterious and just amazing!

BTW - Brad Pitt has this move down to a science! Just Google him and pay attention to his eyes, you will see what I’m talking about.

5. SIZE DO MATTER.

But not the way you’d think....

Tight fitting clothes photograph much better than loose, baggy clothes. Solid colors are almost always a better choice than clothing with prints, patterns, or logos. Wearing one color from top to bottom helps elongate your body which makes a slim-fitting dress an ideal option for photographs.

Men, make sure your suit, jacket and shirt are tailored and ironed. Sleeves that are too long or pants that haven’t been properly hemmed will throw off your whole look. Your choice of wardrobe plays a big role when putting your personal brand look together. I encourage you to give careful thought to what will you wear for your photoshoot. To help you choose the right clothing, we invite you to a complimentary wardrobe consultation prior to your session to discuss your style and give you guidance on what to wear. The happier and confident you are, the better the photos will look!



6. BEND & SNAP.

If it bends, bend it....

Creating movement and depth is one of the best ways to look great in photos. To do this, think about bending your joints, wrists, elbows, knees, or ankles. Think in triangles to create more separation from your body and your limbs. Instead of letting your arms fall flat against your sides, create a triangle or hourglass shape, pop that hip to the side and let the light peek through those curves! Relax your fingers, as if you're touching your thumb to your middle finger and snapping.

7. BRING OUT YOUR BEST SIDE.

We all have one....

You probably already know what yours is, so make sure you're flaunting it in all the right ways. You don't want to be photographed straight on since your shoulders are the widest part of your body, but also definitely don't want to be shot sideways. A 2/3 turn, slight angle with the focus on your best side will always look more flattering in photographs.



8. THE AFTERGLOW.

Right before the camera clicks, look away from the camera, think of something funny and break into a hysterical laugh (yep, even if you have to fake it), then just as your smile is winding down look back at the camera. You'll have the most perfect, realistic smile. The pros call it "Residual Laughter" but I prefer to call it the Afterglow. Either way, It works every-time!

9. HAIR & MAKE UP MAKE A HUGE DIFFERENCE.

Professional hair and make-up goes a long way into making sure you look great! Prior to your branding session just apply a light version of what you do every day and our stylists will enhance it and bring it to the next level.

10. CONFIDENCE IS KEY.

No amount of posing or practice will replace the natural magnetism that comes out to play when you're having fun in front of the camera. instead of trying to snag the picture-perfect shot or getting tripped up by your camera shyness, just be yourself and those beautiful photos you're looking for will get captured that much easier.



WHO NEEDS PERSONAL BRANDING

If you do business online, you need Personal Branding.

Everyone	Builders	Actors
Real Estate Agents	Restauranteurs	CEO's
Bloggers	Developers	Financial Planners
Consultants	Models	Chiropractors
Entrepreneurs	Journalists	Personal Trainers
Coaches	Therapists	Sales Representa- tives
Corporate Executives	Doctors	Educators
Stylists	Lawyers	Manufacturers
Interior Designers	Photographers	Designers
Make-Up Artists	Artists	Retailers
Chefs	Creators	And more.....
Salons	Freelancers	

FACEBOOK BANNERS



WEBSITE BANNERS



THE MAN BEHIND THE CAMERA

Father, Husband, Photographer, Storyteller



I hope you found these tips helpful!

Let's keep in touch! You can connect with me on Instagram @bojanovichdigital or you can find me on my website www.bojanovichdigital.com.

In today's world, you need to stand out to succeed. Simple as that. We, at Bojanovich Digital, can help you develop a Personal Brand through a collection of magazine-quality photographs that will set you apart from the competition, build credibility and help you attract the right clients so you can grow your business.

INFO@CHRISBOJANOVICH.COM
BOJANOVICHDIGITAL.COM
203.987.5560

CHRIS BOJANOVICH

— PHOTOGRAPHY —