



# Professional Branding

PORTRAIT SESSION STYLE GUIDE



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## What Every Business Needs to Know

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In marketing, consistency is key. You want to be communicating the same message with your audience with every point of contact. “We work hard for you” “We care about you” “We are experts in our field”. Whatever your message is, your imagery can either support or harm the message you are trying to communicate. Can images really do all that? Absolutely! In the last 20 years images and video have gone from option to necessary in order to connect with your customers and clients!

Let's have  
some fun on  
our session!  
Let your best  
qualities  
SHINE!





## Indoors

Indoors photography is just what it sounds like, inside. Although indoor locations don't always offer an abundance of natural lighting, some of my favorite locations are indoor settings. There are several factors for successful indoor photography and videography!

Space! I have to have the space to set up large pieces of equipment unless you have a huge 5' window right next to the space you want to photograph at.

In order to have great indoor photos you must have a beautifully styled space. This space has to be take-their-breath-away good! But don't worry because it only has to be one corner of the indoor space not the whole room! I highly recommend styling 2 or 3 different locations to really give variety to your final video and images!

One of the biggest advantages of an indoor space is the control! We get to control the lighting, the audio, the wind, the temperature. In the middle of winter choosing an indoor space is a no-brainer!



## vs. Outdoors!

I LOVE natural light because I believe that it creates photographs that feel fresh and timeless. I begin all outdoor portrait sessions two hours before the scheduled sunset during "the golden hour," when the light is the dreamiest. Use a sunset calculator online to determine the scheduled sunset for the date and location you'd like to do your session. Then, just subtract two hours to figure out your start time.

Remember, the sun sets much earlier during the colder months of the year and much later during the warmer months, so make sure to factor that in when choosing your portrait session date. To get the most out of your session, please plan a buffer when getting ready so you can arrive a few minutes early to your session and be ready to start on time. I am only able to shoot when natural light is still in the sky, so we want to take advantage of every minute we have together before the sun goes down.



## Location!

Choosing the right location for you personal branding is very important! What are you trying to communicate! I have a whole questionnaire dedicated to helping you figure out what you want to say with your branding images and that will help you narrow down your location choices!

## Think Outside the Box

This is the time to think outside the box! I encourage you to brainstorm unique locations that you might have special access to that most people don't. For example, maybe you, or someone in your personal or professional network, can secure permission to a location that would otherwise be off-limits, like a beautiful private estate, country club or resort. Maybe it's a family ranch, upscale hotel or even a boat, airplane hangar or a rooftop view. The sky is literally the limit! Spend a few minutes thinking about it and checking around. You'll be surprised with what you come up with. Plus, if something seems out of reach, just remember: you never know until you ask! My clients have secured permission to some pretty amazing places in the past. If you get stuck or need inspiration, check out my website for some inspiration from past sessions! I have some great go-to locations around town that we can always hit, too. Just let us know which type of session you'd love and we'll go from there! Easy. Peasy.

# Styling Your Session

Want your photos to look more editorial? Bring a little extra something with you! Fresh flowers bring an extra “wow” factor to just about everything. I also love fresh food items like a pretty muffin, stylish dessert, or a basket of fruit on your desk. Whether you want to incorporate larger items like classic cars or bikes, or smaller ones like notebooks, pens, and a hat, even planning for just one extra styled item could be a fun way to make your session more unique.

When you show you client a photo that looks like it’s part of your morning routine, you build trust because the client feels like they are getting to know you.

I always recommend taking photos of your morning routine, your office routine, and your business process. If you are a writer: show yourself writing with a steaming mug of coffee by a pretty window. Are you in real, estate, show yourself meeting with a client or reviewing paperwork with a mug of tea. You want to show clients your behind-the-scenes so they start to see your expertise in your field.



# Quick Clothing Tips

For clothing selection, the first thing to note is color. For bright colors, stick to the color palette you have chosen for your business and use those 3-5 colors in your brand photos. This will ensure your branding is consistent and cohesive throughout your website, print materials and photography. Neutrals + layers photograph beautifully. I strongly recommend selecting something classic rather than trendy. Solids photograph better than small prints. Well-fitting clothing is very important for a professional look.



# For Her



Because we want you to *feel* confident.

I've come to find with experience that every woman, regardless of her shape has an area of her body that she's self-conscious about, so recognizing what area that is in advance is key. Choosing flattering silhouettes and colors that complement your natural features is the best way to ensure you'll love the way you look in your photos.

Three-quarter length sleeves create an awesome slimming effect on all arms, so be on the lookout for an option with a longer length sleeve. You could also bring a cute jacket, blazer or cardigan along, too. Skinny straps or strapless tops have the opposite effect on arms on camera, so we recommend avoiding those whenever possible if your goal is a set of slimmer-looking arms.

Heels elongate women's legs, making them look fabulous. Closed-toed heels in particular look great on camera because they carry out the line of your leg all the way down to your toe. If your toes are showing in a peep-toe heel, you might want to schedule a pedicure before your session so you don't regret letting your feet show.

## Choosing Colors

When choosing colors for your outfits, I recommend selecting softer, lighter tones and more muted shades. By avoiding ultra-bright, bold colors, it will help bring all the attention to your faces and let the eye focus on the way you feel about each other. The camera loves shades of soft pink and muted blues, mixed with sophisticated light neutrals like heather gray, creams, leather brown and white.

## Make A Statement

Pairing an accessory or two with your outfit can really help bring some extra dimension to your images, and be a nice tie-in when you're coordinating with your business colors. Big statement necklaces bring a lot of pop to the photos, while the smaller, delicate ones are not as noticeable on camera.

Belts, bracelets and earrings bring great visual interest, so choose one or two that don't compete for attention.



Quick Tip: Confidence. It's always the best accessory.

## Skip the Spray-Tan

Although it might seem counter-intuitive, I recommend that you do not get a spray tan before your session, even a few days prior, because it tends to photograph orange even when it's applied subtly and by a professional. Your actual skin tone will photograph the most beautifully and naturally.

## Go Pro: Hair & Makeup

Professional hair and makeup is on the top of most of my clients' checklists because it looks amazing on camera and removes the stress of getting ready on your own. This is the time to treat yourself! Whether it's lash extensions or blown-out hair, professional hair and makeup will give you an extra boost of confidence in front of the camera, and it always photographs like a dream. If you're working with a makeup artist, have her apply your makeup in natural light, if possible, so that it looks fresh and not too heavy. Plus, that's the type of light we'll be shooting in, so it'll give you the best expectation of how it will translate on camera. Most of my clients feel like their professional makeup is "too much" at first, since it's more than you would wear on a normal day, or that they're false lashes look too big, so if you feel that way at the beginning, don't worry! Good makeup artists know how to get it all just right for the camera — and my clients always love the final result. If you need a recommendation for hair and makeup, I work with the best in the business and have a go-to team! They're sweet as pie, crazy talented, unbelievable professionals, and wonderful people. You'll LOVE them! Just let us know and I'll send you their information. I know they'll take good care of you!





# For Him

Dress like you are about to meet with your ideal client.

Long, fitted pants and closed-toed shoes are the most sophisticated and masculine looks for men. They draw attention away from his legs and feet and place it where you want it: on his handsome face. So, for your session, it's best to leave the shorts, sandals and jeans at home, too, as well as any pants that are loose or baggy. Fitted dress pants or fitted colored pants work best on camera. I recommend staying away from graphics and logos.

Layers on men look great on camera, so even when it's hot outside, trust me when I say that it's worth an hour or two of discomfort in order to look polished and well-dressed. Adding another layer will bring extra dimension and visual interest to your photos. Blazers, vests and coats up the level of any look.

Brown leather dress shoes complement almost every look, whether you're wearing a full suit or a blazer and colored pants. Ties, bowties, pocket squares, colored socks, belts, tie clips, suspenders, vests and watches are sharp complements to any outfit.



# Photo Deliver Timeline



## How to Prep for the Session

The best thing you can do for the session is to plan ahead and then get a lot of rest the day before! Red eyes and tired smiles aren't what you want to communicate to your clients and customers! Do you have any questions or concerns? Send me an email! We put a lot of thought into your shoot and I can't wait to help tailor the session to speak to your customers!



## Posing Tips

There's a lot I could say here and there are a lot of tips and tricks that I give to you during the session but the best tip is to let yourself feel some genuine emotion during the session! Did you know that we have 43 muscles in our faces! The nuance of how those muscles are pulled is so intricate that even trained professionals don't just think the word 'smile' to get a genuine expression. Method actors literally feel what their character feels because genuine emotion is so impossible to replicate without the... well.. emotion! So, let's not replicate it! Let's have fun! Prepare to laugh at some silly jokes and I'll take care of the rest!

## Beyond a Headshot

Did you know that the next generation of buyers are demanding transparency with their purchasing power? They want to know the story behind the product or experience they are buying! How do you as a business give that to them? You give them more than a headshot! You give them behind-the-scenes of what you do. Show them what you are an expert at! Demonstrate your work process and show the care you put into it! Lastly, give them a look into your personal life. Give them a taste to who you are with something you both probably have in common.



Quick Tip: That's why I like to feature hot drinks! From coffee to Hot chocolate most people can connect over a warm drink!

## Final Note

I know I just gave you a lot to think about. I created this guide to help with the process of planning for professional headshots. After all this work planning and prepping, the most important thing is to relax during the shoot! Come to the session ready to have some fun together. Laugh a lot. And I'll take care of the rest!



Interested in a Video to tell  
your brand's story?  
Contact us for more  
information!

## Professional Session Checklist!!

1. Set date, time and location with Andrea
2. Review guide for style tips
3. Schedule hair, makeup and nail appointments
4. Choose your outfits
5. Clean your location!
6. Pack a bag with:
  - Flats or flip-flops for walking between spots
  - Second outfit
  - Touch-up makeup
  - Water bottle (for warmer sessions)
  - Coat or cover-up (for colder sessions)
  - Bug Spray (for summer)
  - Additional Props like a notebook!
7. Plan some food! Trust me 'hangry' comes across in pictures so plan some snacks for yourself!

We can't wait to see you soon!  
Luke + Andrea Kreykes