

STOP OVERTHINKING PHOTOS

and feel natural on camera.



People buy from faces, not logos.

When you avoid the camera, you become forgettable.

These three fast shifts help you look confident, without feeling posed.

1) Control Your State

When you feel tense, your body broadcasts it.

Do this: Before a photo, exhale slowly, drop your shoulders, and remind yourself:

- “I’ve done the work — I belong here.”
- The goal isn’t to smile more. It’s to look settled, not stiff.

2) Set Your Intention

If you don’t know what you want your photo to say, it’ll say “uncertain.”

Do this: Decide on one message before every shoot:

- “This image should say I’m approachable.”

or

- “This image should say I’m in control.”

Clarity replaces awkwardness with direction.

3) Think Like a Leader

Leaders don’t perform for the camera; they communicate through it.

Do this: Look directly into the lens and think about the person who most benefits from your work.

Your eyes will soften and your expression will read “confident” instead of “posed.”

Next Step: Capture It.

You’ve learned how to reset your confidence — now let’s capture it.

Through Purposefully Planned Photography™ sessions, we turn that confidence into visuals that build instant trust and connection.

👉 Book your free Clarity Call: wendolyphotography.com/contact

