

CONFIDENCE BOOSTING TIPS TO CREATE

YOUR BEST HEADSHOT EVER!



5

WAYS TO MAKE IT WORK

Welcome

A MESSAGE FROM YOUR PHOTOGRAPHER

As a savvy professional you understand that amplifying your personal and your brand's visibility with eye catching images is essential in connecting with your dream employer or client. It's also likely to be a task you've put off - perhaps you're camera shy, have limited time or simply don't know where to start. If so, this guide is for you.

Along with Vicky Booker, Style and Personal Brand Coach we've created this guide which outlines everything you need to approach your session with confidence and with the assurance you're creating images you'll be delighted to share....

Noira



Simply be
THE REAL YOU

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Whether you're looking to connect with your dream client or ideal employer, authentic images infused with personality will help you stand out from the crowd. The good news? You simply need to be yourself!

Thinking about how you want to come across, and how your business or role can be reflected in the images will allow you to confidently choose the vibe, styling and location of your shoot. All helping to curate images which reflect the real you.

For example, think about colours and props, casual vs smart styling and whether a high tech or low key backdrop best represents your brand.



Ideally the clothes you choose should express your individuality and what your business is all about. And remember if you feel good, you'll look good too.

Selecting shades that flatter and tie-in your branding to compliment your website and marketing materials is one consideration. Another is the style you choose - whether it's formal, casual or relaxed.

If it's all a bit daunting or you don't know where to start, consider a session with a personal style consultant. They can help you understand your style personality, and give guidance on the best colours, styles and fit for clothes that are flattering for you, so you'll be looking and feeling amazing for your shoot.



FACT:
NO ONE LOOKS AT
YOUR HEADSHOT
MORE THAN
YOU

So embrace the person you
are right now and remember
that if you feel good, you'll
look good too.

Empower
YOURSELF


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Choose a photographer you have confidence in. One who is as interested in your brand as much you are, photographing with your goal in mind, and collaborating with you every step of the way. Before every session I'll ask you about you, your business or career and the purpose of your images. And I'll offer shoot location ideas, inspiration, styling and preparation tips to ensure you get the images you've been waiting for.

My relaxed approach involves plenty of posing guidance throughout your session whilst using the best lighting and backdrops. So you can concentrate on feeling good and enjoying the experience.

Leave your session feeling empowered and look forward to choosing from a skillfully curated selection of images, gently edited and ready to share.



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Invest

IN YOURSELF

Approach your session knowing you're investing in quality images which instil confidence in your capabilities and the value of your services. Recognise you're also maximising your investment with visual consistency across social media platforms, with images readily proportioned for digital and print.

A professional session will deliver just that - leaving you free to connect with your audience and focus on your business and career.

Enable
YOURSELF

5



Allowing yourself to take a considered approach to your session is an indulgence you should enjoy! After all, the more prepared you are, the more likely you are to relax and feel comfortable, and the better the results will be.

With the details in place it's just as important to look after yourself as your session approaches. Eating healthily, drinking plenty of water, enjoying a manicure, visiting the hairdresser - whatever resonates with you.

On the day of the session enjoy the opportunity to connect with yourself and your brand. Relax and feel happy in the knowledge that these images will take your business profile to the next level.

Ready

TO TAKE ACTION?

Ready to create stylish, impactful images to increase your visibility and connect with your audience online?

If you're inspired and thinking 'Yes, I need to do this now!' all you need to do is to get in touch. Myself and Vicky would be delighted to help you with photography, styling or both.



Getting in TOUCH

For a no-obligation chat to find out more and to book your session here's where you can find us:

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