TIPS FOR BUSINESS OWNERS

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TO FEEL MORE COMFORTABLE

IN FRONT OF THE CAMERA

"The time for wallflowers is over!" Kate Toon



Marketing today is all about personal branding: building relationships, sharing your stories and being real.

It can be hard to put yourself out there and step in front of the camera – it's something I struggle with too, but in the current online market its become a necessity.

In this guide, I've included tips for people like you and me to get more comfortable in front of the camera to capture photos that tell our brand story and speak to our ideal clients.

As Kate Toon says "The time for wallflowers is over"!





Great photographs are all about letting your inner confidence shine. Trust the photographer to help you pose and get the right angles, then enjoy being the centre of attention and treated like a celebrity!





Be sure to discuss with your photographer:

- the style of images you're after,
- where you'll be using them plus

• your brand message, values & aesthetics Things like square crops for insta, appearing professional, quirky or approachable, leaving space for text overlays etc. all feed into the photoshoot.

You'll feel much better getting in front of the camera when you are confident the photographer understands your story and the end results will match your vision.

### SHARE YOUR VISION

Wear clothing that makes you feel fabulous and is true to you.

- More fitted clothing is most often more flattering.
- If you're not updating your images often then stick to more classic styles and avoid bold prints, but if you're signature style is loud or eclectic - be you!
- If you feel your current wardrobe is limiting, there are businesses that hire gorgeous clothing.





If you don't normally wear makeup, you don't need Kardashian contouring and false lashes. I suggest mascara, lip gloss and an eyebrow pencil as the minimum, to highlight and frame your eyes and smile.

If you adore looking glamorous, then book your hair, nail and makeup appointment before your photoshoot and allow plenty of time for them to work their magic so you're not feeling rushed for your photoshoot.

# BE YOURSELF



# HAVE FUN!

Have fun! Pretend the camera isn't there and you're making eye contact directly with the photographer. Engage in conversation and create the mood or energy you're trying to convey. A good photographer won't just stand you in front of the camera and say "smile", they'll assist with posing and prompt you for the expressions and emotions required. Nothing stops you packing a friend to cheerlead and make it more enjoyable.

Take care of yourself. It might sound a little silly, but staying hydrated and getting a good night's sleep will maximise your glow and minimise shadows!

### AUTHENTIC IS BETTER

## THAN **PERFECT**

Although you may think you're not photogenic - I know you are. And it's really not about counting chins, grey hairs or wrinkles! Your audience is not looking for perfection. They want to be inspired, find you relatable and need to see you as a subject matter expert.

Don't mix up your inner critic with your ideal customer - they are not the same.

So what's stopping you from getting in front of the camera?















Tell your story...

Hi, I'm Miranda.

I love empowering women to increase their self confidence and let go of any self doubt they hold about their appearance. I want to show you how the rest of the world sees you.

Get in touch & chat about your photos

SMALL BUSINESS AND PERSONAL BRAND PHOTOGRAPHY