

MINI WORKSHOP

# BADA\$\$ BUSINESS PHOTOS



WITH ZAYNA ROSE



# ZAYNA ROSE

[www.profitinstyle.com](http://www.profitinstyle.com)



Hi :) I'm excited to have you joining the **Bada\$\$ Business Photos** program. I'm an Image Strategist & Consultant helping you to create a visual brand and public image that are powerful, effective and inspiring to you and others. Something that feels natural and makes you proud!

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# Bada\$\$ Business Photos Foundation

## Why make your business photos a high priority

- ★ Feel and be more ready – then you won't end up missing out on something you really wanted, needed from your photoshoot
- ★ A good photo makes you look like a star
- ★ Photos are a super important part of your positioning
- ★ Fun organization and relaxation are your assets in this process

## What makes photos *profitable* and *bads\$\$*?

Advantage of brilliant photos: Effective in communicating QUICKLY about you, your personalty essence, your business, your mission and purpose .

Photos are profitable when they communicate credibility or intrigue or both.

Planned shots and candids can be strategically used

Photos can be planned AND natural and authentic

## Why I created this program

I felt discouraged having to tell my clients and friends that none of the shots they got are NOT great.

In my experience a photoshoot that yields photos of yourself you LOVE is a game-changer. When you see yourself in a few way, the way you feel about yourself can change. Confidence and self-image happiness can shift quickly.

# Bada\$\$ Business Photos Foundation

## Why I created this program cont.

1. Experience of clients and friends was disheartening, so I wanted to create a solution that fixes the problem.
2. Awareness raising. There's a commonly overlooked part of the photoshoot process that's easy enough to include in you have the framework.
3. Provide an accessible customizable system - leave less up to chance, stretch your photoshoot investment.
4. Create confident and credible photos you love!
5. It's a vehicle that can take you to a place where you see yourself in a new way

## These 3 things must be evident from your photos at first glance

First impression science shows us we have anywhere from a fraction of a second to a few seconds to communicate something to the viewer of a photo, video, website etc.

Prioritize communicating these 3 things. Your:

1. Personal Charm
2. Credibility (trust factor)
3. Brand Clarity

Shoot for CLARITY & INTRIGUE. Pun intended ;)

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## A few common yet avoidable mistakes I've seen made

- Hiring a photographer who isn't a great fit for your personality and/or brand
- Not asking enough questions about the process and the shoot day
- Leaving wardrobe decisions until the night before
- No prep meeting with photographer, makeup, hair when applicable
- No shot list

## Our main points of focus here in the workshop:

1. How to creative direct your photoshoot
2. How to prepare successfully with a photographer
3. How to prioritize your shot list
4. How to get camera-ready and be the star of your shoot

\*\*\*The questions and bonus checklists of options are solid guides and quick wins for you in this program

Everyone's situation is different and these questions are *the same ones* I go through when I work with my private clients and Profit In Style Academy members.

Catch your questions and the brilliant ideas that pop into your mind as you go

Please keep a note of your questions and ideas as you work through the program. You've got some note pages at the back of this workbook. If you print this, you can use those or note them elsewhere digitally.

# PART 1: CREATIVE DIRECT YOUR SHOOT

## 3 Must-have photo categories for a campaign or phase of Business

This is for your high-level consideration. Think of these as a jumping-off point (or prompts) to use when deciding what you need from your photoshoots.

- **Anchor shots** – straight to camera relaxed but poised headshot and full body, your best smile
- **Sales shots** – credible, sense of fun maybe, natural, personality/charm, "eye twinkle", maybe product shown
- **Artistic shots** – playful, sensual, moody – experiment, sneak these in b/c you're all done up anyway so might as well – sometimes they become unexpectedly useful, personality shots

**Which might you focus on this year? Which might you focus on for your next photoshoot?** It's possible to contribute to each category in one photo session if it's long enough



# PART 1: CREATIVE DIRECT YOUR SHOOT

## Photo Types: Poses, situations and sets

Plan some of these types and leave space/time for spontaneous photos

- A) Expressive full body shots
- B) On the job action shots
- C) Straight-to-camera headshots
- D) Behind the scenes
- E) Playful/creative with relevant props

\*Don't need to focus on all 5 for each photoshoot. Maybe choose 2 or 3

Take great shots you love and then categorize them according to Anchor, Sales, Artistic as the primary function

**Note some initial ideas. Which of these types might you prioritize? Any specifics coming to mind?**



# PART 1: CREATIVE DIRECT YOUR SHOOT

## What are your current and near future business needs?

Be your own creative director or co-creative director if you have a team member or consultant who fills this role for you

### Key questions:

What will you be launching or promoting? Do you have marketing campaigns coming up?

Do you need new photos for your websites? Which types/sizes will you need?

What do you need to help you execute your social media plan?

Types of extra photos to capitalize on the shoot

what would feel fun? Fun makes for excellent candid

What do you need personally and professionally from this photoshoot? Practically speaking but also from a heart-centered or personal development perspective

## Summarize your strategy with these prompts

What is your positioning in the market place?

What do you want your positioning to be? You can make a leap in this department with new photos

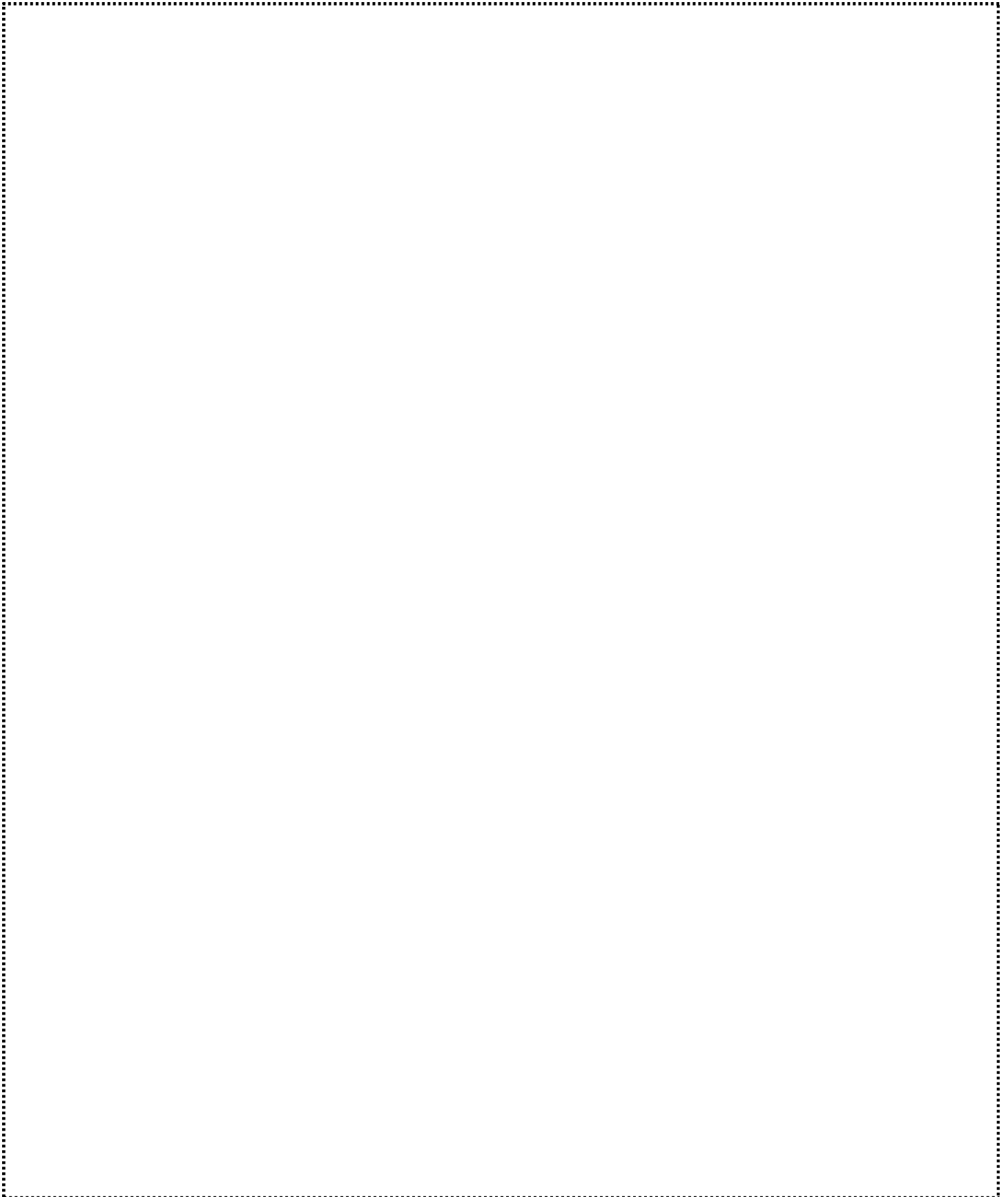
What is your set of key messages?

What should these photos say about you, your work, what you value, about your positioning?



# PART 1: CREATIVE DIRECT YOUR SHOOT

**What are your current and near future business needs?**



# PART 1: CREATIVE DIRECT YOUR SHOOT

## How to identify and select inspiration photos

**The role of inspiration photos** : Identify general mood or specific elements to demo to your photographer and team

**Choose images that you are drawn to** because of the general mood, the style of photography, the framing/pose/placement of the person, the subject's body language, something specific such as the colour palette used or an outfit worn.

**You'll explain why you like them** (to your photographer and your team which may include image consultant/brand expert, hair stylist, makeup artist, clothing stylist). It's best to do this with a live conversation whether it's on the phone, on a video chat or in-person.

**You can check out the ads and content of brands you admire** if relevant to the aesthetic you need. These samples can be adapted to fit your own messaging and resources

To find photo inspiration: Use Pinterest, Instagram, Google, any other digital platform, flip through print magazines

## Where will you search and collect images?



# PART 1: CREATIVE DIRECT YOUR SHOOT

## How to choose a photoshoot colour palette

The colour palette for your project applies to your locations, backdrops, 'sets', clothing and accessories, makeup.

Your company brand colour palette vs. your photoshoot colour palette:

It's not necessarily the same but helps if they are related in some way for cohesion and continuity of experience of the audience. It can be the same if that's what would be best for you.

You can google "brand colour palette" to see many examples to inspire your choices.

Typically a brand colour palette would have approximately 5 to 10 colours. Some may only have 3.

**Note some of the hex codes of colours you find in your search and want to use or consider:**



# PART 2: PREPARE WITH YOUR PHOTOGRAPHER

## Top general tips for great photographer-client relations

Advocate for what you want and need. Things can be smooth, fun and easy when you select a photographer whose working styling and personality sit well with yours.

Ask enough questions!

Approach your photographer to be your creative partner once your brand prep is underway.

Look for someone with an aesthetic that can work for you, someone detail-oriented, precise, patient and friendly.

Get clear on the terms of the deal (what exactly is included and what isn't).

**If you're not already set up with a photographer, list some of your options here as you research and ask for referrals:**



# PART 2: PREPARE WITH YOUR PHOTOGRAPHER

## Questions to ask the photographer before you hire them OR before your photoshoot

A Partial List: Some may not be applicable to your situation

- How many locations are possible?
- How long is our session including time to change outfits and locations?
- How many shots are included in the package fee?
- What is the cost for extra finished photo files post-shoot?
- Do any services come with the shoot? e.g. hair stylist, makeup artist
- When I see the photo proofs, will there be a watermark? If so, will it be clear? where on the photo will it be?
- Do I own the rights to my photo i.e. get to do whatever you want with the photos including use them in content you sell
- What's your approach to lighting or your lighting style? (some photograph in natural light only even if indoors, some have particular lighting styles and equipment) It's important to know if you'll have the style of photo you like for yourself and your brand
- Are touch-ups included for small things to "finish the photo" if needed?
- Will filters be used for the finished photos? You may or may not want this. Filters can be used to make the photo appear 'warmer' or 'cooler' amongst other effects

## PART 2: PREPARE WITH YOUR PHOTOGRAPHER

### **Questions to ask the photographer before you hire them OR before your photoshoot cont.**

A Partial List Continued: Some may not be applicable to your situation

- Am I able to bring someone with to help me on site? This may be someone to help with hair, makeup, your outfits. It may also be your branding expert or another type of team member
- What type of editing is done to a file to make it into a "finished" or "edited" photo - what are the options, recommendations - does this process suit your brand?

**Note other questions here that may be applicable to your preferences and situation:**

# PART 3: PRIORITIZE YOUR SHOT LIST

## Helpful considerations for getting organized

Prioritize based on the length of your shoot and the number of "finished" or "edited" photo files you will receive (photos that will be lightly touched-up, filtered, colour corrected, minor photoshop – these are examples of what that can mean)

Organize by location, by set/backdrop, by outfit/look for maximum efficiency.

Be set up for quick changes while photographer is setting up the next shot or reviewing shots just taken.

Consider how photos will be viewed on mobile, desktop and tablet. Your photographer can help you with this.

Think about how you might want to have the shots framed. E.g. flattering angles for your face and body, angles from which photos are taken help you communicate messages too.

## Which shots will be most important to you?

For example, personally in my last shoot I had to make sure I took enough photos suited to be hero images (the rectangular ones at the tops of my website pages)



# PART 3: PRIORITIZE YOUR SHOT LIST

## Options for your shot list: These work indoors and outdoors

Vertical or horizontal?

Wide shots

Tight shots (take closer up or lens zoomed in)

Panoramic shots (not commonly needed)

Are some shots being taken to become square for social posts or ads?

Purpose in the practical sense, where might it be used?

How best to communicate messaging, vibe, energy?

### Capture some ideas:





# PART 3: PRIORITIZE YOUR SHOT LIST

## Options for your shot list: These work indoors and outdoors

- Headshots (taken as headshots, not photos you have to crop although you can do this too!)
- Sitting full body
- Standing full body
- Straight to camera communication, meaning you're looking straight into the camera and your body is square to the camera or in other words facing front
- Walking, strutting with expression/different attitudes
- Dancing or any type of movement that makes you happy
- Profile shots taken from the side
- Looking in and facing different directions although the camera is in front of you
- Speaking/conversing - actually chatting or pretending to talk (that works too) - captured in motion of talking while using hand gestures, movement, whatever is natural for you
- Talking to another person (if you have someone with you on the day of the shoot)
- Behind the scenes - you getting ready for your shoot e.g. makeup touch up, setting up your props, checking your notes (more relevant for some than others but these candids sometimes capture great expressions)
- Action with relevant props + generic props such as laptop, phone, notebooks, microphone if applicable
- \*\*\*Make sure you are the focal point of the photo (unless there's a reason to have it some other way. E.g. a product is the main focal point or you're selling a destination in some way)

# PART 4: BECOME THE STAR OF THE DAY

## What does it mean to be photogenic?

We can all be photogenic. We can all feel photogenic under the right circumstances for us.

This might come naturally to you or it might take time. If you don't feel photogenic, be patient with yourself and try different things. You can always contact me for this and I may be able to help!

To me people are photogenic when they manage to convey an authentic part of their personality through a photo. I don't believe in "picture perfect".

## What matters most?

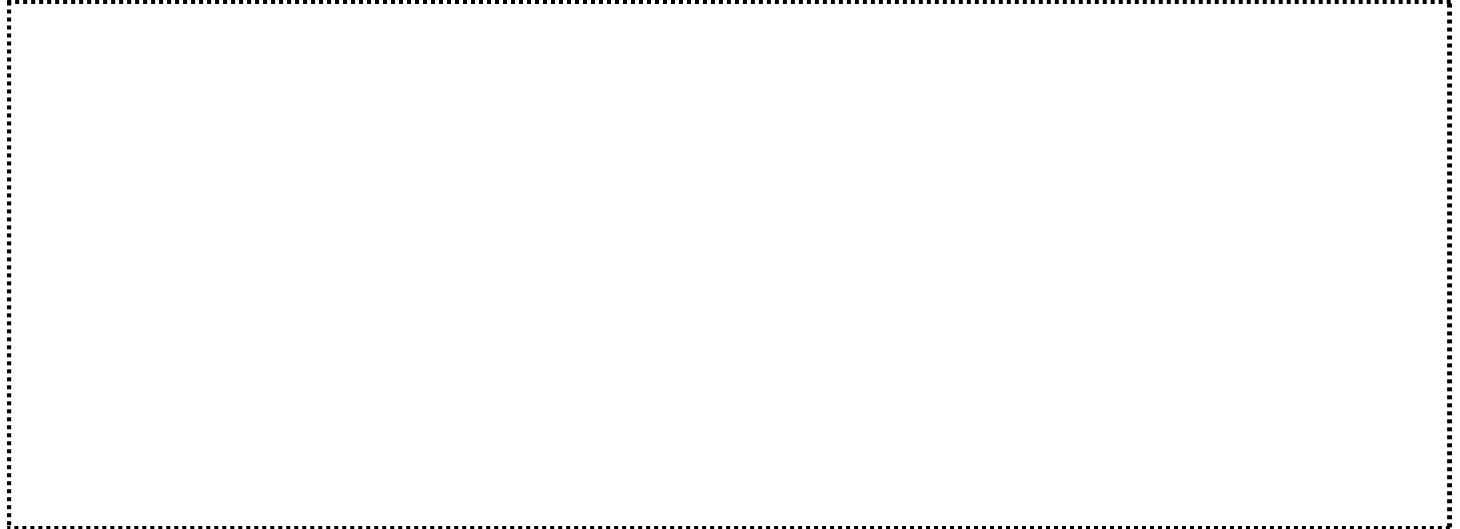
That you feel good about the photos, that you're happy and proud of how you look for the part and that you got what you need out of the experience.

## Are you comfortable and camera-confident?

Journal some thoughts here if you like.

What are your questions about how to become even more camera-confident? I'd love to hear these if you want to share.

How would it feel to be proud and excited about how you look in your photos?



# PART 4: BECOME THE STAR OF THE DAY

## Tips for styling yourself and choosing your looks

In photoshoot world, a **"look"** is the outfit/accessories/hair/makeup combo you're using at any particular time.

**Sometimes a "look" looks good in the mirror and not so flattering on camera**

OR the other way around. You can test looks with your phone camera and have a backup or two on the day of the photoshoot.

**Make sure the outfits and hairstyles you choose look good from any angle** so you have the comfort and flexibility on the day for lots of camera angle and posing options. How do you want to use fashion for this set of photos?

**When choosing outfits and looks, focus on these elements:**

### Colour

What's it saying? how do you feel in it? is it flattering to your skintone? how will it come across on camera in the lighting you'll have? Is it brand-related? (Doesn't need to be a brand colour. Your brand is the overall experience one has when they interact with you, your offers, your customer service, your marketing materials)

### Fit

Are you comfortable sitting, standing, moving around? Is the fit flattering to your body lines? In other words, does it help you look how you want to look?

### Fabric

Does it look the way you want it to look on camera? Does the fabric move well with you?

### Message

Is the outfit positively contributing to the strategic messages you are attempting to communicate or does it work against that in some way?

**\*Up-to-date** Casual Power Looks can be important to have on hand.

# PART 4: BECOME THE STAR OF THE DAY

## Be the star: Get into character :)

In an authentic way, I say "get into character". Get in touch with the part of you who deserves to be featured as a leader and top expert in your field. **This is a part of the star power that attracts your ideal clients and opportunities.**

## How can you get into the photoshoot mood?

It's different for everyone. Pay special attention to yourself and nurture yourself in the weeks leading up to this...especially in the days leading up to your special photoshoot day!

## How can you get into the zone on the day?

Some people meditate or visualize, some like to energetically sing and dance to a favourite tune.

What gets you energized to enjoy the day but also relaxed enough to perform at your peak?

## It might be appropriate to go into Star Mode

It's a particular personal state and energy. It includes having support.

Without the support you need (depends on your situation and personal needs) you may end up with wasted resources/time and possible photo regret for shots that could have been very useful... "It's *almost* a great photo but *isn't* and I can't use it".

**A photoshoot is a catalyst to help you see yourself in a new way.** Deep stuff + surface practical stuff. It happens while prepping, it happens in the experience itself and when looking at the finished product)

# MOVE FORWARD WITH A STRATEGIC APPROACH

## Some final advice :)

Creating and maintaining effective **Digital Stage Presence** should always be on the priority business agenda

**No generic , outdated, inauthentic images** – This would be risky

**Don't be overlooked**, misrepresented, under-represented because of your photos. You've got the info to take control of this area.

**Timelines:** At least one professional photoshoot per year is ideal. You can supplement these pro shoots with DIY Friend Photoshoots. If you haven't grabbed that program and want more info, get in touch and we'll direct you.

**Build toward a photobank** with variety in looks, outfits, colours, expressions, backdrops, poses etc.

In future, **share rough templates with your photographer** to aid with the shot list (templates that are marketing specific such as placement of you in a shot appropriate for website hero image e.g. you are to the side or in another specific spot so there is place for a headline.

**Feel and be more ready.** Then, you won't end up missing out on something you really wanted or needed from your photoshoot.

A good photo makes you **look like a star!**

Photos are an extremely important part of **your positioning** if you have a personal brand.

**Fun, organization and relaxation** are your assets in this process!

# FOR CONNECTION & SUPPORT

## Location of the program materials:

[Bada\\$\\$ Business Photos Course Site Access](#) (click the title)

You were sent an email asking you to create a login for the course. If you haven't, follow this link to get started. If you have any questions, please contact us at the link below.

You can search "Simplero" in the App Store. Once downloaded, you can login to learn on mobile if you wish.

## Connect on social platforms:

<https://www.instagram.com/zaynarose/>

<https://www.linkedin.com/in/zaynarose/>

<https://www.facebook.com/ZaynaRoseInc/>

## Need admin support?

This is best place to send a message. This contact form will create a proper support ticket

<https://www.profitinstyle.com/contact>

## Interested in more info on how I can help you personally?

Please contact me here and give me a bit of information about your situation and what type of help you may need. You'll receive a response and possibly a calendar link to book a conversation.

<https://www.profitinstyle.com/contact>

# NOTES

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THANK YOU FOR JOINING  
**BADA\$\$ BUSINESS PHOTOS**

QUESTIONS? WANT TO SHARE?

REACH OUT HERE, I'D LOVE TO HEAR FROM YOU

[WWW.PROFITINSTYLE.COM/CONTACT](http://WWW.PROFITINSTYLE.COM/CONTACT)



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