

MINI WORKSHOP

DIY FRIEND PHOTOSHOOT EXPERIENCE



WITH ZAYNA ROSE



ZAYNA ROSE

www.profitinstyle.com



Hi :) I'm excited to have you joining the **DIY Friend Photoshoot Experience** 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!

www.profitinstyle.com/contact

www.stylethatsells.com

@zaynarose [Instagram]

www.linkedin.com/in/zaynarose

DIY Friend Photoshoot Foundation

Why make your business photos a high priority

- ★ Take profitable photos that help promote your business with little or no allocated budget. Feel ready and confident about a DIY approach.
- ★ A good photo makes you look like a star and a leader
- ★ Photos are a super important part of your positioning
- ★ Fun organization and relaxation are your assets in this process

What makes photos *profitable*?

Advantage of brilliant photos: Effective in communicating QUICKLY about you, your personality 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.

DIY Friend Photoshoot 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
6. **No cost or low cost way way to create brilliant and useful photos and content foundation**

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 ;)

DIY Friend Photoshoot Foundation

A few common yet avoidable mistakes I've seen made

- Waiting to take long overdue photos due to lack of certainty on how to proceed. When to do it? Who to hire? What to wear?
- Putting off photos because it just doesn't feel urgent
- Thinking hiring a photographer is the only way to go. (Ultimately, I recommend a professional + DIY hybrid long-term approach. DIY is a great place to begin)
- Skipping the creative direction phase of the process and jumping straight into photo-taking
- No shot list
- No testing of looks, lighting and backdrop for key shots

Our main points of focus here in the workshop:

1. How to plan & creative direct your photoshoot and execute with 1 friend and a decent phone
2. How to prioritize your shot list
3. How to get camera-ready without much fuss
4. Just go for it! Get your planned shots and capture the fun in the photos

*****The questions and 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 when they're orchestrating with DIY photoshoots.

DIY Friend Photoshoot Foundation

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.

Note any initial inspiration/ideas coming to mind:

DIY Friend Photoshoot Foundation

How to choose your Photoshoot Friend

Possibilities: Use the space below to note people who come to mind :)

Friend

Colleague

Relative

Networking buddy

Neighbour

Easiest to find someone in your local area or someone who can travel to you. Maybe they're already planning a visit.

Questions to ask your prospective **Photoshoot Friend** to find out if they are a good partner for this experience:

- Could you use some new photos of yourself for your life or business (can be a reciprocal experience but doesn't need to be)
- Do you have a day of time you can set aside for prep and the shoot (1/2 day for each)
- Would you like to make this fun? Make an occasion out of it?

DIY Friend Photoshoot Foundation

Is your phone suitable?

Maybe you're an amateur photographer with your own camera. Use that if you have it and know how to use it

Many professional photographers also do good work with their phones if the camera is decent or good

If you've been delaying a needed phone upgrade, this might be a good time to do that. A good quality camera will save you money if you're capable of creating your own content.

An argument can be made that the cost of a new phone is less than the cost of one professional photoshoot. I do highly value professional photoshoots.

Ideally we would all have professional photoshoots once in a while combined with DIY photoshoots done throughout the year.

"Portrait Mode" or something similar is helpful but not mandatory.

If your phone camera allows you to take photos that are clear, you're good to go with the DIY photoshoot!

How much time do I need to invest in this experience?

This can be done in a total of 1 day of time: 1/2 day to plan and prep, 1/2 shoot.

You might choose to spend 1 full day of prep (broken up into pieces) and 1 day on the photoshoot.

It's customizable based on how much you want to accomplish! I recommend testing things out with the 1-day method.

Part 1: Plan & 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: Plan & 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: Plan & 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: Plan & Creative Direct Your Shoot

What are your current and near future business needs?

Part 1: Plan & 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: Plan & Creative Direct Your Shoot

Now that you have inspiration & a list of business need, start designing the shots. Begin with the spaces.

What can you access in terms of spaces you can use for free or for a rate that suits the business at this time? **Remember, the idea is to do this project sooner than later so you can begin using your photos to help you sell what you offer.**

Ideas:

- Your living space
- Your office
- Living space or office of a friend
- Party room or event room in your building or building of a friend
- Hotel suite (with a good amount of natural light (be sure the decor you will get matches the advertised photo of the room since you will have approved the aesthetic and style of the decor prior to booking.)
- Public venue (when taking photos as friends, permits are not typically needed if photos are allowed.)
- Outdoor spaces – city streets, landmarks, parks, landscapes, rooftops, the attractive yard of a friend, your personal outdoor space, hotel or resort grounds

If you'd like to allocate some budget to a studio or other rented location, what are the options in your local area?

Some cities have studios that have decor all set up. If it suits your branding and personality, it can be a great solution

Google "photoshoot studio" (automatically brings up local options and lists of studios if that exists in your area)

Search "name of your city/town photoshoot studio" within social sites (Instagram, FB or TikTok)

Note any initial location/backdrop locations coming to mind:

Part 1: Plan & 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 1: Plan & Creative Direct Your Shoot

Use props to help you demonstrate your messaging and personality

With locations, backdrops/sets, colour palette in mind, you can now think about actions you want to capture, props, poses and framing.

Poses and prioritizing the shot list comes soon. For now, what do you need to collect to help you design the photos.

Prop ideas you can customize:

- Materials you use to do your work and practice your craft
- Food, beverages, dishware relevant to what you do or what you like (give info about your personality, maybe viewers relate)
- Items that may be found in your personal workspace e.g. laptop, notebook, microphone
- Bags: purse, backpack, work bag of some kind
- Wardrobe accessories you aren't necessarily wearing e.g. shoes, hats, coats that might be used to "dress the set"
- Moveable furniture pieces e.g. bench, chair, ottoman
- Textiles to enhance texture and give additional dimension in the photo e.g. blanket, decorative cushions, piece of fabric to drape over a chair or couch
- Devices e.g. laptop, phone, earbuds, microphone, tablet (can sit stationary or be used in light action shots or behind the scenes shots)

Which other props might help you represent your business, your service, your programs, your sense of fun, your approach to life and work?

Part 1: Plan & Creative Direct Your Shoot

Planning out your props cont.

Have fun and experiment with props! If you don't like the photo, simply delete or keep as an example/reminder of a photo concept you might want to better produce later.

Props don't have to match your colour scheme. You may want to consider having them harmonize with your colour scheme so they don't appear more important than you to the viewer of the photo.

In other words, the eye isn't drawn first to the prop in the photo. The eye of the viewer should first land on you for maximum efficacy unless you're advertising a product or location.

Note your prop ideas here:

Part 1: Plan & Creative Direct Your Shoot

Minimize your lighting concerns with advance testing

You can do this project with natural light only. In fact natural light is often considered most flattering. A daytime shoot is therefore best to begin at least.

Test the light in advance (optional)

If it's easy enough, check the typical light levels in the space you plan to use. For example, Ainsley and I used my living room and my office for part of our shoot.

Taking into account that weather and light vary, you can still get some valuable insight by standing in the room in advance at a similar time of day. I noticed it starts getting dim in my office at a point well in advance of sunset so we made sure to use the office prior to that time of day.

If you need the support of lighting tools, a good ring light or soft boxes can help you. If you need to purchase these, do so well in advance of your shoot if possible so you can test it.

Lighting can be warm, cool, more neutral or simulated daylight. Since I look better in cool colours and I have a cool undertone in terms of my personal colouring, I prefer to be photographed in natural lighting or cool lighting. Warm lighting changes my skin tone in a way I don't like. **What type of light works best for you?**

Keep in mind you have easy access to filters on your phone, in tools like Canva, in socials and in other apps. If you have a photo you like and the lightening wasn't great, it's likely easy enough to colour correct that yourself :)

Which tools might you use for lighting if you want to supplement natural light or simply have another option?

Part 2: Prioritize Your Shot List

Helpful considerations for getting organized

Prioritize your shot list based on the length of your shoot and your most immediate business goals.

Organize by location, by set/backdrop, by outfit/look, by time of day (as it pertains to taking advantage of natural light) for maximum efficiency.

Be set up for quick changes (of clothing) to save time and keep it efficient without feeling rushed. It's important to feel relaxed and have fun.

Consider how photos will be viewed on mobile, desktop and tablet. E.g. Leave extra space at the top of your head and around important photo elements so you'll have the option to crop the picture in different ways.

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)

Capture some ideas. (Sample shots on the next page)



Part 2: 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 2: 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 3: Get Camera Ready Fuss-Free

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 3: Get Camera Ready Fuss-Free

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 3: Get Camera Ready Fuss-Free

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 **have fun with your Photoshoot Friend** as you do this productive project?

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.

Just go for it! Get your planned shots and capture the fun in the photos

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: Doing a few DIY shoots a year is deal. It helps to also have 1 professional shoot per year. *The Bada\$\$ Business Photos* mini course helps you with that process. 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.

HAVE FUN WITH YOUR PHOTOSHOOT FRIEND! When you have fun, you will capture moments that wouldn't have been captured. These fun spontaneous shots can communicate a lot about you and INSPIRE people to contact you or BUY from you.

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>

THANK YOU FOR JOINING
DIY FRIEND PHOTOSHOOT

QUESTIONS? WANT TO SHARE?

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

WWW.PROFITINSTYLE.COM/CONTACT



ZAYNA ROSE