

# Get Camera-Ready Checklist: Look and feel comfortable & confident!



Prepare key messages. Even if you're taking photos and not yet shooting a video, consider the following:

- How do I want to be perceived when people see this?
- What do I want the audience to think of my work and my company?
- What is the strategic purpose of these photos and/or videos
- Learn and practice my talking points & stories is applicable
- Consider how editing will be done when planning the content

Select an outfit (clothing, accessories) that:

- Is a flattering colour for my complexion
- Has a colour and design that looks good on camera
- Fits well, feels comfortable, is flattering from all angles
- Is on message i.e. helps me to look credible for who I am, what I stand for, what I do, the photo/video content

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## Adjust grooming & makeup:

- Test hairstyle and hair products on camera in advance
- An enhanced natural look can be most flattering. What will this be? Even if makeup is not normally worn, consider a translucent powder to reduce sheen
- Book any beauty treatments to take place 48hrs+ prior to shoot day

## Choose/design appropriate backgrounds/backdrops:

- Colours should be flattering and fit the image/mood of the project
- Customize the backgrounds and ensure I remain the focal point of the photo or video
- Organize props to be placed in the scenes or used in an interactive way
- My props align with or reinforce the key messages in my content
- The visuals align with my personal brand and my authentic personality

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## Test lighting & sound:

- The lighting set up is flattering - The background & my outfit look as intended
- Consider portable lighting solutions and natural light
- It might be hot under the lights - I've thought about this when planning my clothing and makeup and I have what I need to freshen up on breaks

## Pre-shoot self-care (day before):

- Drink lots of water for hydration and skin
- Stretch your facial muscles
- Get lots of rest and sleep
- Eat well and plan snacks for the next day
- Do an activity that helps me to relax

## On shoot day:

- Do vocal warm ups if speaking on video
- Take a moment at any time to re-focus, think or relax
- Control the energy in the room for my comfort & confidence
- Breathe :)