

HOW TO PREPARE FOR A *Brand Photo Shoot*



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PHOTOGRAPHY

HOW TO SHOW THE *Face Behind The Brand*

Getting yourself across in an image can be a daunting task, whether you're a solo entrepreneur or a larger business - sharing who we are, what we do and why we love it are really important in this visual world for making connections with our customers and building your business.

Brand photography is a brilliant tool to enable you to showcase yourself with confidence and make sure you get noticed. But to ensure you get the most out of a brand photo session I work closely with my clients to prepare so the shoot day runs smoothly and they can relax and enjoy the experience.

Here are some of the planning details that go into creating my shoots. I hope they can inspire you into thinking how strong on brand images can boost your business.

KNOW YOUR BRAND

From the essentials like your brand identity and colours etc. that can be accents in your shoot. What are you all about, what do you want these images to say about you and your business? If you want to shout about your eco credentials then why not have some shots in the great outdoors. If you're an artisan maker, let's show off your workshop. There's so much more to brand photography than just headshots.

STYLING

Props are a great way to add personality to your branding photos and to tell your brand story. Plus I always try to capture some establishing detail shots without my clients in to give them variation in their gallery and help to keep their social feeds looking different and engaging. These could be close up of your work station, inspiring books you love, favourite foods are great for nutritionist perhaps. So long as it's relevant to your business why not share it.



TIMING

I like to have a time line in mind before going into a shoot to allow for location and outfit changes. Planning this in means we don't waste any time on your session.

WARDROBE

Plan for at least two wardrobe changes during your shoot. It's important to have a variety of looks so that all of your images don't look the same.

SHOOT DAY

Getting yourself into a mindset is so important. You deserve this photo shoot, and so does your business. But most importantly I encourage all my clients to have fun! Enjoy this moment because it will come across in your photos.

If you'd like to know more about how brand photography can help build your business or you'd like to discuss booking a session please email brands@lovelucille.com

Keep up with what I'm up to on my social media channels...



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