



BUILD THE *Ultimate Portfolio*

10 secret tips to create a
portfolio website that will
attract your dream clients



Welcome! 😊

Are you struggling to get your clients to book you?
Your photos are great but you don't know how to arrange them?
What images to choose? How to create a portfolio that reflects your unique style and that showcases your skills as a food photographer? You're confused about what your clients want to see in a portfolio?

Are you motivated to **create a portfolio website** that will have your dream clients LINE UP to work with you??

If you're a **food photographer** and you want to turn your skills into a **PROFITABLE** business then **this is for you!**

This is for you if you want to **feel excited** to show your work to your potential clients and feel even more excited when they book you!!

your portfolio is often the first thing potential clients will see when considering hiring you for a project.

Therefore, **it's fundamental to have a strong and professional portfolio** that showcases your skills and style.

Your portfolio needs to answer the usual questions clients ask:

“Why should we hire YOU?”

“Because you need a photographer” is NOT an acceptable answer...

In this guide you'll learn how to

- Select the right images
- Arrange the images in the right way
- Showcase your unique food photography style
- Create a stunning website
- Understand what clients are looking for in a portfolio
- Use your portfolio to get work

About the authors

We are Giulia and Laura, nice to meet you! We are professional food photographers with international clients and complementary skill sets.

Laura runs a successful food photography blog, collaborates with many brands and is the queen of social media.



Giulia has years of experience working in the advertising and commercial world with big projects and brands. We worked for some amazing clients including

Our work was shortlisted and finalist at the prestigious Pink Lady Food Photographer awards for a few consecutive years in many categories.

We write food photography e-books and we teach and mentor food photographers at all levels to help them take their photography to the next level and achieve the career of their dreams.

Together, we combine the expertise of 2 professionals with different skillsets to bring you the full picture on the world of food photography!



DO YOU NEED
MORE HELP?

SEND US A DM

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info@foodphotocircle.com

www.foodphotocircle.com

LET'S DIVE IN!



1 - Make your niche clear

If you are only attracting clients who want free photos it is because **they don't trust your skills enough**.

This is because your portfolio is all over the place and your niche is not clear. Establish yourself as an expert food photographer by only showing food photography!

Super tip

Use your portfolio to build trust!

Show your clients that you have a deep understanding of food photography and what is involved in creating high-quality images and they will want to work with you.



You can choose more than one niche.

It's important to go for **genres that relate to each other**.

For example, food and interiors or food and still life.

Food and wedding is not a strong match – these two genres attract two very different kinds of clients.

Make sure you **divide these different genres clearly** in your portfolio by creating separate galleries and pages on your website

2 - Choose the right images

Only show your best work, work that you're proud of.

The stronger the images you choose, the stronger your food photography portfolio will be, the easier it will be to get your ideal clients (again, build trust). Also, being proud of your portfolio will give you the confidence to show it!



Super tip

Quality is more important than quantity! Have between 30 and 50 very strong images. Don't include mediocre shots just to fill space. Replace your images as your skills improve!

HOW TO CHOOSE YOUR BEST IMAGES?

If your image has all these elements it's portfolio worthy.

- Technically perfect (the right focus, sharpness, no grain)
- Balanced light - good contrast, highlights and shadows
- Composition that guides the eyes through the frame
- Harmonious colours with no colour casts (mixed light)
- Great food styling, feels natural and not staged
- Tells a deeper and interesting story

3 - Differentiate yourself

Finding your unique style is one of the most important ways to win over your competition and build a strong brand that your clients will trust.

To get noticed by TOP clients, you need to have a style that is memorable, recognisable and distinctive.

Illustrating this in your portfolio is the key to stand out!



How to show your style

1. Define the elements that make your style. Is it the light? Colours? Styling? Be precise!
2. Evaluate every portfolio image against these key style elements. Does this image include these elements and reflect your style?
3. Analyse your portfolio as a whole and check that these elements come through. Is it clear what your style is?

4 - Shoot it all!

Showing that you're a well rounded food photographer is essential to demonstrate to clients that you have the skills and creativity to capture their specific vision and style.

Your portfolio must include versatility if you want to be considered by TOP clients and get the job.

Clients need evidence that **you can shoot it all!** This way they will trust that you can also shoot what they have in mind.

Must have subjects

- Hot savoury food (meat, fish, veg...)
- Cold food (salads, cold desserts...)
- Soups and pastas (noodles, stews...)
- Layered food (burgers, sandwiches...)
- Sweet food (cakes, biscuits, cupcakes...)
- Drinks (hot and cold)
- Ingredients and raw food
- Different meals (breakfast, mains, snacks...)
- Occasions (Christmas, holidays...)
- Action shots
- Hands and people
- Lifestyle
- Restaurant shots



5 - Show different techniques

This illustrates your ability to create consistently good work while being versatile and using different lighting situations, camera angles, camera settings, compose visually appealing shots, use various editing techniques to achieve a desired look. This will give your client confidence to book you!

TOP client need to see that you can create a diverse range of shots and adapt your style to suit their vision and needs.



Must have techniques

- Different camera angles
- Portrait and landscape shots
- Hard and soft light
- Natural and artificial light
- Light and airy mood
- Dark and moody
- Highly styled, commercial images
- Editorial looking images
- Wider scenes & close - ups

Mika's portfolio



Mika started with a gallery that was dull and didn't showcase her unique style nor give justice to her amazing skills.

There were also clear gaps in her work and some key images were missing from her portfolio!

After a thorough portfolio review, she shot fantastic new work and now her website highlights her expertise.

She is booking more clients and increased her fees too!

6 - Build a stunning website

There are **several platforms** that you can use to build your website (even if you've never built one before).

Aim for a platform that is user friendly, easy to use, simple and customisable.

Choose a simple and minimalistic layout that will put emphasis on your images – **content is king!**

Let the images speak for themselves so your client can focus on them without distractions.

Best portfolio builders

1. **Adobe Portfolio:** it's included in your Lightroom and Photoshop subscription and it integrates seamlessly with your workflow
2. **Squarespace:** it offers customisable templates and an easy-to-use drag-and-drop interface + e-commerce options for prints and products
3. **Format:** clean, minimal design and a variety of templates to choose from. Blog feature integrated as well (and cheap!)



7 - Create a harmonious layout

When you arrange your images in a layout, they should make sense together and create a balanced gallery. Your portfolio should “flow” and hypnotise your clients. Each image should follow and be followed by other images that make sense together and create a smooth progression.



Super tip

However you decide to group your photos, **use transitional images** to smoothly progress from one group of images to the next.

Your whole portfolio should have a narrative and **tell a story as a whole**

HOW TO GROUP YOUR IMAGES TOGETHER?

- **By colour** - create a gradient from blues, violets, pinks, reds, oranges, yellows, greens...
- **By theme** - from breakfast to lunch, snacks, dinner, dessert, drinks...
- **By tone** - from light to darker tones
- **By subject** - from salads to pastas to cupcakes...

Ashley's portfolio



Ashley learned how to **arrange her portfolio by colour!**

In this section, she grouped her images by tones of yellow and green. This gives her portfolio a smooth flow and makes it visually strong so her clients scroll through it and feel hypnotised.

8 - Understand what clients want



Understanding what TOP clients want to see in a portfolio is key to getting them to book you!

Start by **getting visually educated.**

Follow the most established photographers in your country and worldwide, look at the latest cookbooks and magazines, check ads, billboards and social media to understand upcoming visual trends and food trends.

Your portfolio needs to answer this question:

Why should we hire you?

Super tip

Who are your dream clients? To show them why they should hire you, **you need to shoot your work in the same style in which they shoot theirs.** Wanna work with “Amazing Food Magazine”? Get yourself a few copies, study their style, recreate it and put it in your portfolio.

9 - Include series

Many TOP clients will need you to shoot more than a single good image. They often create campaigns based on a bunch of images following a specific concept.

You need to show them that you can create a series of images that is cohesive and consistent. Think about a magazine feature. You'll have to shoot different recipes but you'll need to follow the same mood and vibe. This skill will separate you from your competition and elevate you!

Tips to create series

1. Choose a concept. It can be based on a subject, colour, style, vibe, mood, theme etc
2. Keep consistent elements. Some elements need to be constant in every image i.e. the light, the styling, the angle etc
3. Shoot between 3-5 images. It needs to be evident that they belong together.



10 - Show your personal work

Creating a gallery of your personal work on your website is a must if you want to **attract TOP clients** like creative and marketing agencies and advertising clients.

You can **demonstrate concepts** to them as well as your **technical ability and creative twist**.

You can show them that you are active and you're consistently honing your craft (which makes them trust you). Your personal work will make you memorable and unique so clients can understand what you are about.

It will help you land better clients!

I shot the series below as personal work, I pitched it to a communication agency and they commissioned a big ad campaign for the Football World Cup based on it.

Personal work is powerful and fun!



High-Five, you made it!

What's next?

We put a huge amount of effort into breaking down these insights from our years of being food photographers and working in the industry.

We truly hope you got a lot out of reading it

Now you know some of our top tips for creating a stunning food photography portfolio that will showcase your skills!

BUT WAIT... NOW WHAT?

Is it really ready for you to show it to your dream clients?

Is it really what they want to see?

How do you even get it in front of them?

And if you get that meeting, can you present your work in a way that will convince them to hire you?



GET EXPERT FEEDBACK ON YOUR PORTFOLIO.

Learn how to get it in front of the right clients and how to present your work to them so they will book you!

Portfolio Review & Strategy Call

BOOK A 90 MIN BUSINESS STRATEGY CALL TO
LEARN EVERYTHING ABOUT



1. The right way to shoot new work to update your portfolio and network at the same time
2. What images you're missing and how to arrange your work
3. Reflect your business and income goals in your portfolio
4. Make sure your portfolio speaks to the clients you want
5. Turn free portfolio shoots into high paying clients
6. Get your portfolio in front of the right clients
7. Present your work with confidence and book any client

**GET A BUNCH OF NEW CLIENTS AND FAST TRACK
YOUR BUSINESS!**

Meet our students

"I made \$42,000 from photography this year!!

Thank you for all your help at the beginning, you set me up with such a good foundation.

My goal for next year is \$100k, I'm so excited to quit my day job!



Lauren @LaurenMullalyPhotography

"Working with Giulia was one of the best investments I've made in my business. She catered our mentoring sessions to my needs going above and beyond to help me figure out how to accurately (and confidently!) price my work, understand licensing and streamline my workflow all of which have been game changers for my business."



Ashley @grow.seedling

"I loved our session this week! I felt like I was walking on air and for the first time I really felt like I can crack this and there is a chance of making some good money! It has lifted me in a time when things seem to be falling apart. It's a total delight and pleasure to have you as my mentor!"



Graham @GrahamMartinPhotography

"Thank you! Your support means the world and truly gives me the confidence to ask for what I'm worth! I felt so empowered and excited after our first call and can't wait to level up my food photography business."

BUT FIRST, a warning:

You will learn our best rapid-results techniques but it's your responsibility to make sure that you use it in a way that is worthy of an incredible food photographer like you!

Once you go through this call, you will have the tools you need that you might need to quit your job to go work as a food photographer.

Clients will fall for your photography and pay you for it.

They certainly won't doubt your skills, ask for free photos or want to pay you in "exposure".

Not kidding. This is powerful stuff.

Listen, it took us YEARS of business experience to learn all this. Many photographers don't know the techniques we talk about or they keep them secret because they fear competition.

You can get your hands on all the secrets and save YEARS of frustration, failures, self doubt and shooting for free.

All you have to do now is jump on a call.



*Yes, I Want to
Book Clients With
My Stunning Portfolio!*