



HOW TO
PREPARE FOR
A PERSONAL
BRANDING
PHOTOSHOOT

Step-by-step guide

GROMOVA PHOTO

ABOUT ME

HI! MY NAME IS ANASTASIIA GROMOVA



I'm a Ukrainian lifestyle photographer
and content creator.

In this guide you will find all necessary information on how to prepare for a personal branding photoshoot and create perfect balance between life and work on your content.


*Take a glass of water
for better concentration,
and let's start!*



The goal of a personal branding photoshoot is to create a set of high-quality images that represent your personal brand and help your audience to know more about your life, emotions and thoughts through lifestyle photos, while business photos complement your personality, showing your experience and expertise.



*Here are 7 steps in our
preparation for personal
branding photoshoot:*

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- 01** BRAND RESEARCH
 - 02** VISUAL MOODBOARD
 - 03** CHECKLIST OF PHOTOS
 - 04** LOCATIONS
 - 05** OUTFITS
 - 06** MAKEUP & HAIR
 - 07** PROPS

01 BRAND RESEARCH

It's important to have a clear idea of your brand before starting to plan a personal branding photoshoot. To do that, I propose to use my brand questionnaire:

What is your main goal for the photoshoot?

How many photos do you need? What format should they have? Horizontal or vertical.

How do you see yourself in the photos? Describe in 5 words.

How does your audience see you in the photos? Describe in 5 words.

What mood and impression do you want to convey?

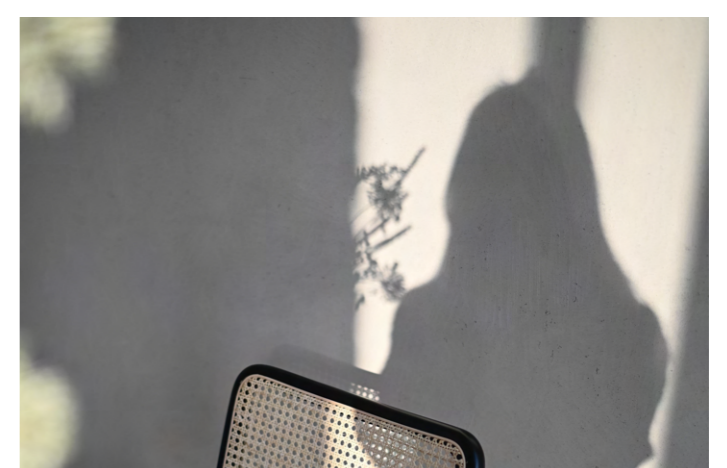
Which personal values do you convey?

What are your professional qualities and values?

What are your hobbies and interests? How do you spend your work day / weekend?

What is the philosophy and mission of your personal brand? What is your brand message?

After brand research you will better understand what kind of photos you need for the website/social media and can start to plan a moodboard for the photoshoot.



02 VISUAL MOODBOARD

A moodboard is a visual shooting plan that helps to better understand what kind of photos you are going to make. My favorite app for creating moodboard is Pinterest.

You can search there the pictures of suitable locations, posing, emotions, as well as, to find ideas for outfits and styling, props and creative details.

moodboard



All Pins



03

CHECKLIST OF PHOTOS

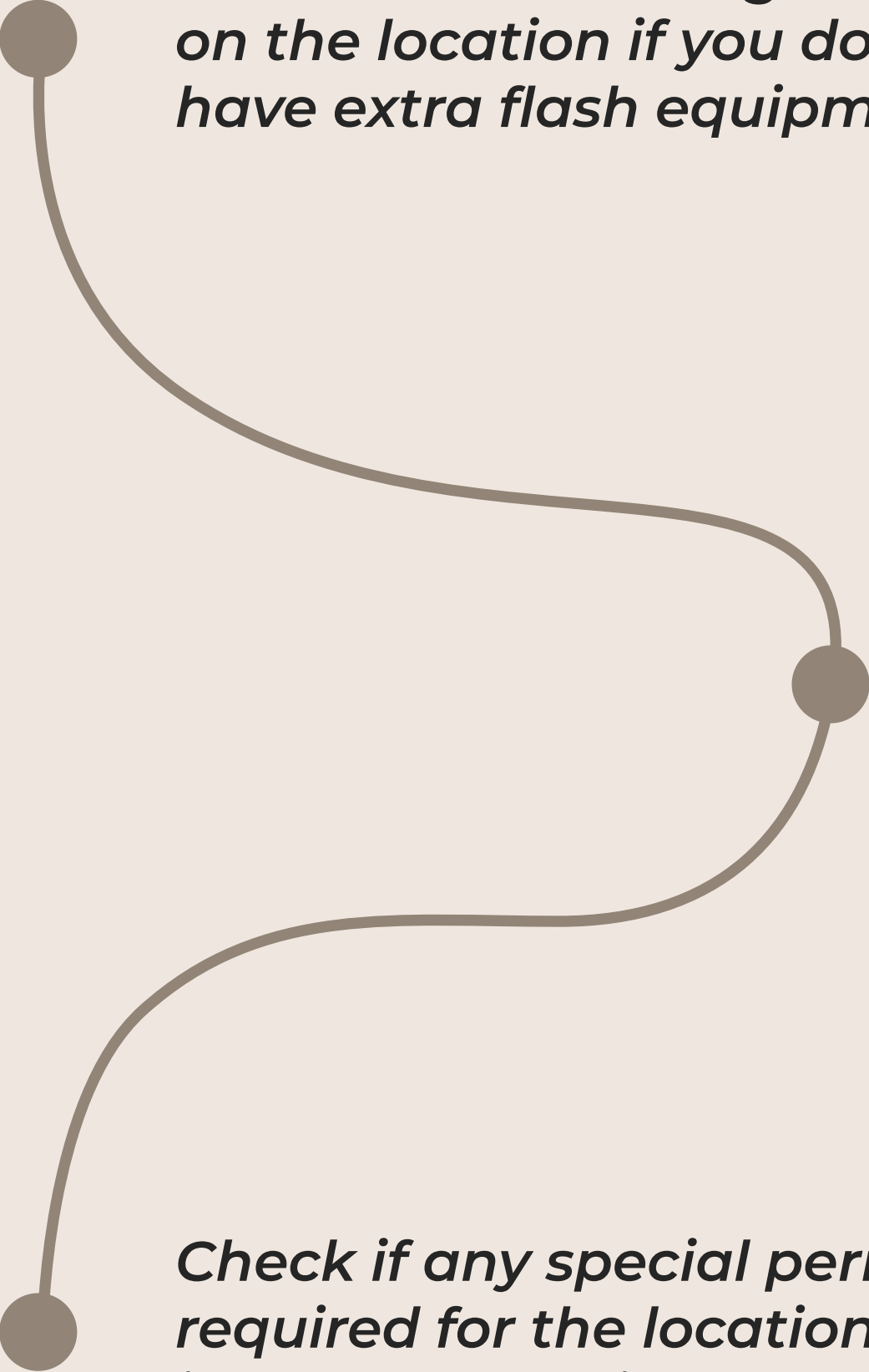
Checklist helps to save “must-have” photos and “extra ideas” for your photoshoot in one place. Write down your ideas and make notes about using the photos for a website, presentation, social media, prints etc. It will help to think about necessary formats during the photoshoot.

Ideas for a photoshoot

- Lifestyle portrait for a website [horizontal]*
- 2 business portraits in different outfits [square]*
- 5-7 lifestyle photos [horizontal and vertical]*
- 2-5 photos of the details [vertical]*
- 5 outdoor pictures [vertical]*

04 LOCATIONS

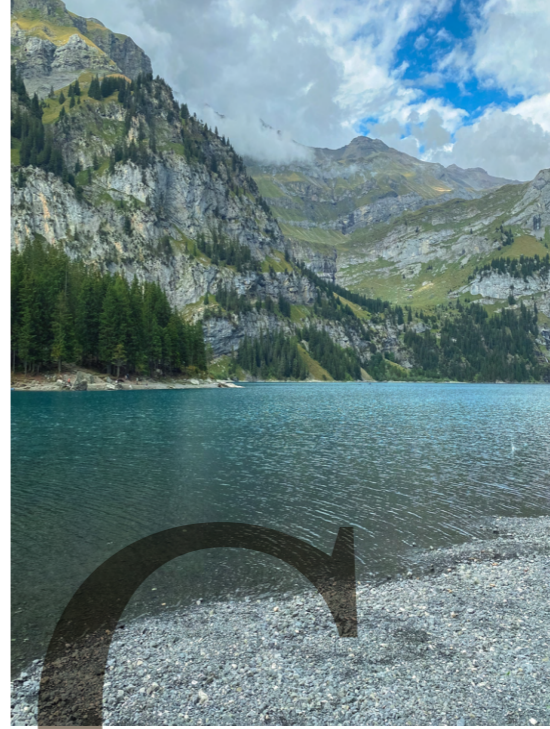
Choose a studio setting if you want to make timeless photos in a calm atmosphere. If you prefer a natural outdoor location, think again about the senses you convey. Which location aligns with your brand message?



Check the natural lighting on the location if you don't have extra flash equipment.

Take a look if the locations have enough space for close and distant portraits.

Check if any special permits are required for the locations, especially if they are public spaces.



LOG ATI ONS



INSPIRATION



05 OUTFITS

The clothing you wear says a lot about your brand and style and has a major impact on the first impression you make to a potential customer.

Choose outfits that represent your brand and suit to the location of the photoshoot.

Clothing should be properly fitted and complement your figure.

It's very important that you feel comfortable wearing it.

Outfits should have specific combinations of color, and materials, that emphasize your advantages.

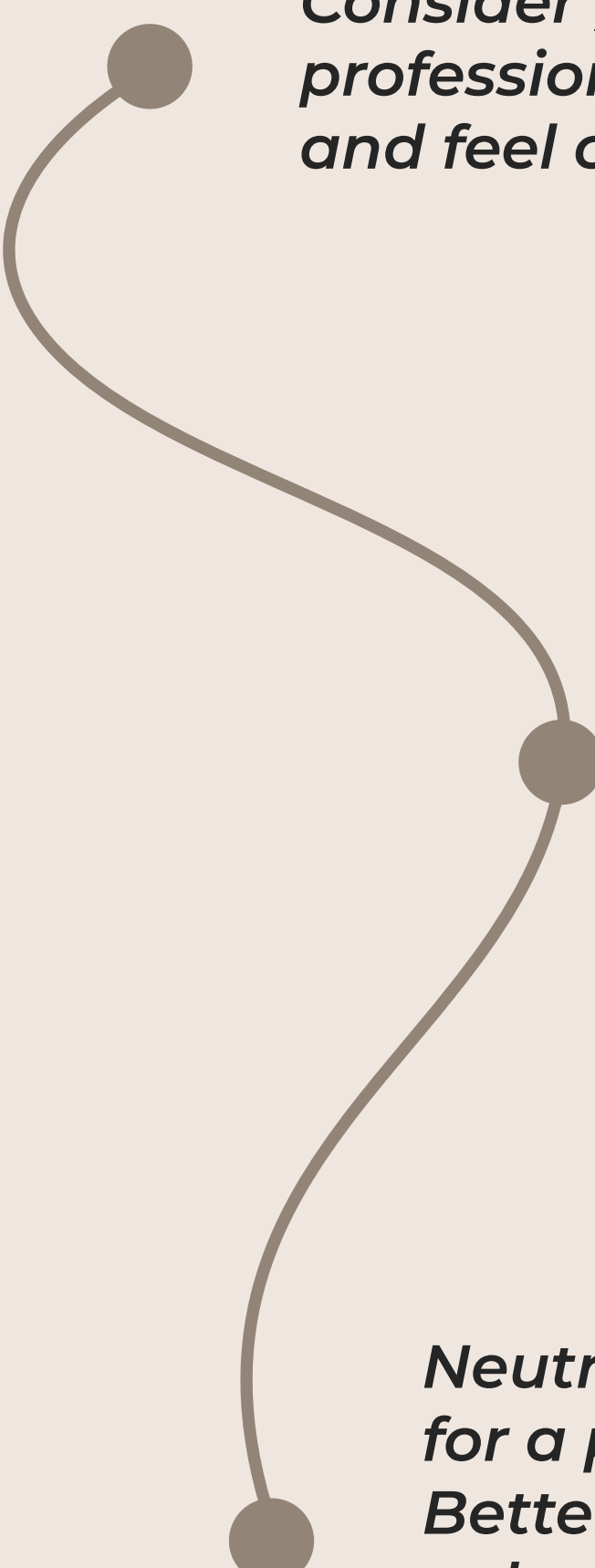
Don't forget about accessories like shoes and jewelry.



OUR TRIFTS INSPIRATION



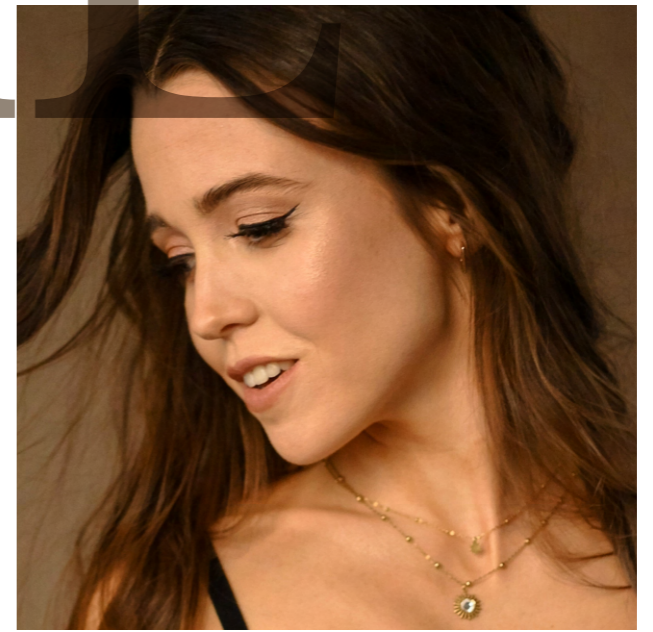
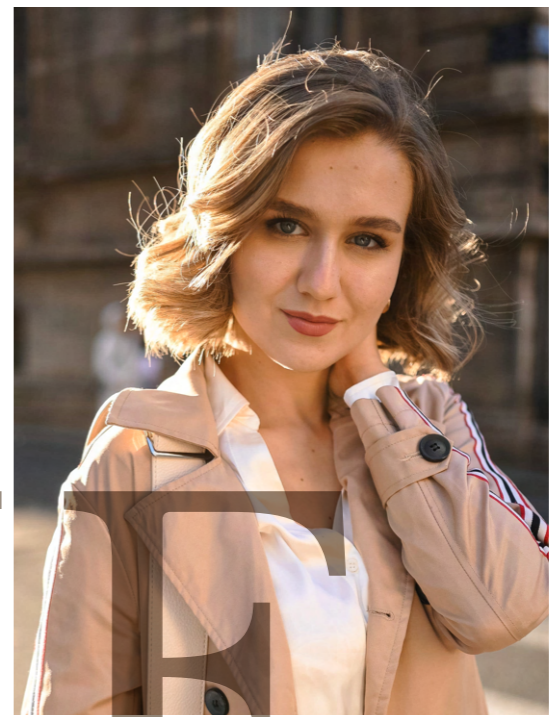
06 MAKEUP & HAIR



Consider getting your hair and makeup done professionally. It will help you look your best and feel confident during the process.

Make sure to take good care of your skin leading up to the photoshoot. Don't get facial procedures close to the photoshoot day.

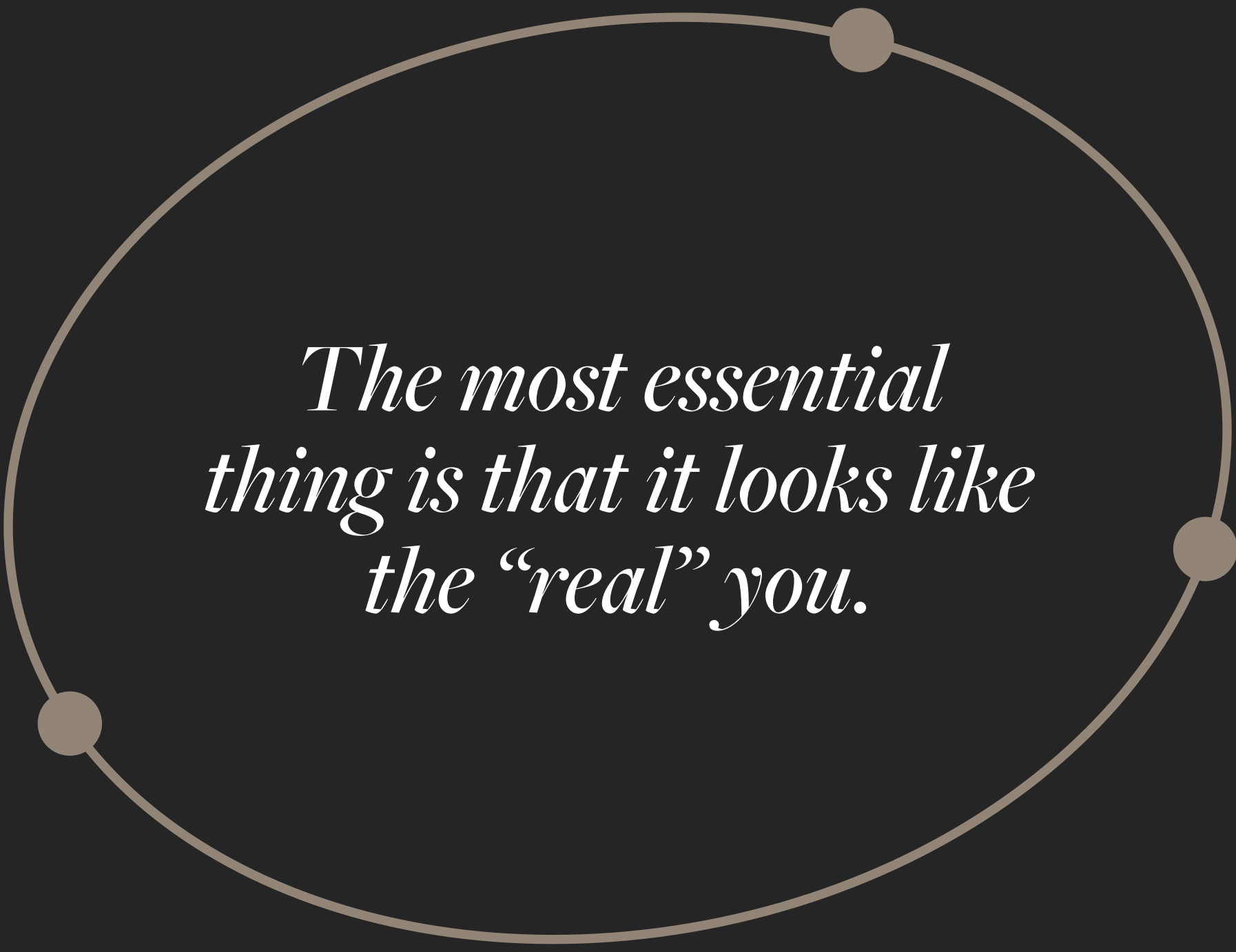
Neutral and timeless look works best for a personal branding photoshoot. Better focus on your emotions and enhance your natural features, avoiding makeup trends, so you can use the photos for a long time.



MAKEUP & HAIR



INSPIRATION



*The most essential
thing is that it looks like
the “real” you.*

07 PROPS

Think about props that describe you and help to convey your brand message. Write down your ideas and bring this list on the photoshoot.

List of props to bring

Laptop, book

Sunglasses

Jewelery

Vintage cup

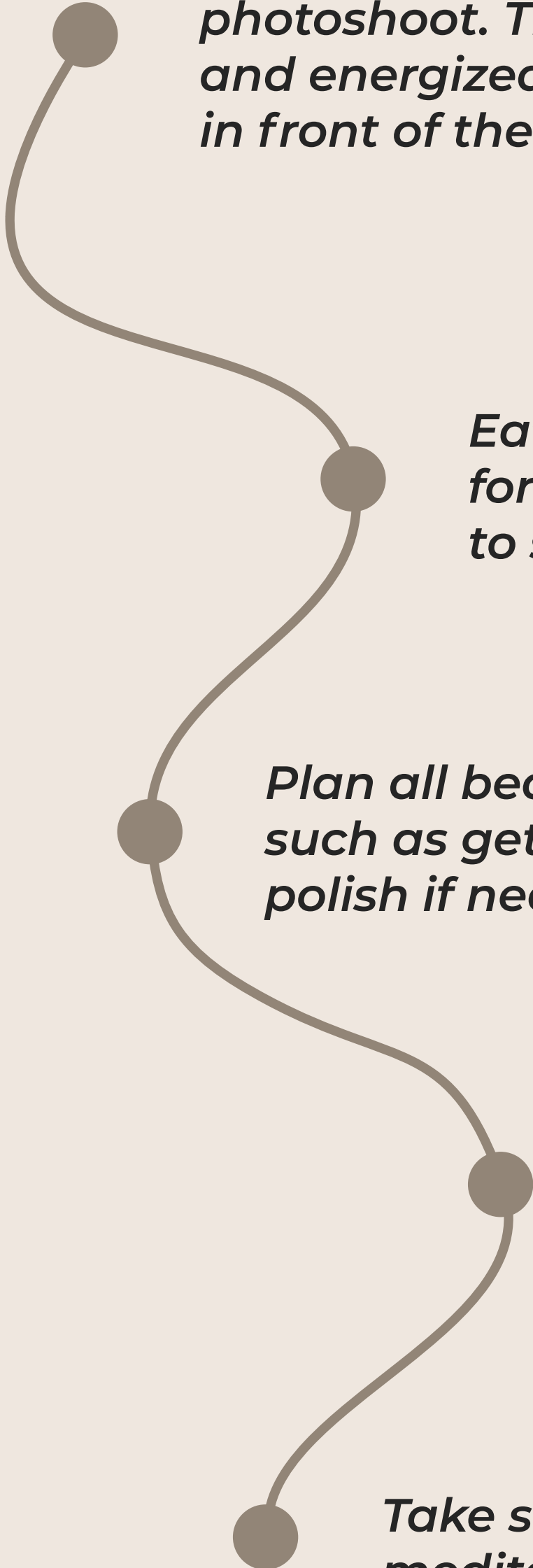
Glass of water

Hand cream

Flowers

Secret step

PREPARE YOURSELF



Getting enough rest the night before the photoshoot. This will help you feel refreshed and energized, and you will look stunning in front of the camera.

Eat a healthy meal and if you plan to work for more than 2 hours, bring something to snack at a photoshoot.

Plan all beauty procedures beforehand, such as getting a fresh haircut and nail polish if needed.

Spend some time practicing your poses in front of a mirror so you feel more comfortable during the photoshoot.

Take some time to relax: listen to music, meditate or take a walk to help calm your nerves.

Make sure your preparation for the photoshoot goes great:

- I have a clear brand message that I want to convey throughout the images.*
- I created a visual moodboard with suitable locations, posing, emotions, styling, and props.*
- I prepared “must-have” and “extra” ideas for a photoshoot.*
- I decided where I want to have my photoshoot and checked the lighting and colours of the location.*
- I have ironed outfits that are consistent with my brand message and the locations.*
- I booked a makeup artist.*
- I made a list of props to bring at a photoshoot.*
- I have the address of the meeting point.*
- I canceled other work tasks for the shooting day.*
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I would like to know you better! Say to me
“HELLO” on my Instagram @gromova.photo
and get the bonus for your first personal
branding photoshoot with me!

*Your lifestyle photographer,
Anastasiia Gromova*

GROMOVA-PHOTO.COM

FOLLOW ME ON INSTAGRAM
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