



BUILD THE *Ultimate Portfolio*

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



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!



Congratulations! 🙌

You finished the courses and are now a food photography wizard.

What's next?

Turn these skills into \$\$\$\$\$\$

Business Roadmap FOR FOOD PHOTOGRAPHERS

Make thousands \$\$\$\$ doing what you love
Work with your dream clients and big brands
Be your own boss and thrive in your life

Become a professional food photographer, easily and with a **step-by-step coaching program**.

- ✓ Attract clients who are dying to pay you
- ✓ Charge confidently for your work
- ✓ Boost your income and make more money with less work

I wanna make money!

"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!

I quoted my first 1k project today for a restaurant at a hotel owned by Hilton!!
Waiting on the response nervously 😂❤️ thank you for all your support always



"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."

mentoring sessions in remaining open-minded 😊

I had another restaurant in that same city reach out to me today so the inquiries keep coming so either way I'm feeling good!!



I've had so many inquiries about restaurant and commercial photography! I'm shocked with how much better I've gotten when I look back

yes! I'm very very excited with how much better I've gotten as well as how much people are noticing it. It makes all the investments I've made seem so worth it

"I loved our session this week! I felt like I was walking on air and for the first time 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!!"

"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."

I had a meeting with **Massive international food brand** and they inquired about me shooting 5-6 recipes for them over a year contract and then I just quoted a **Big government entity** to do a 2 day shoot for them (it's an international campaign)!!! It's incredible seeing the support and interest in my work. I have my first **Client name** session today and I have 5 more **Restaurants** booked the next 2 weeks 😲 it really feels surreal!

Want these results?

Apply to the Business roadmap coaching program and skyrocket your career today.

Get the help of two coaches, expert guidance, practical tools, accountability and motivation so you can achieve your dream career faster!

Business Roadmap **FOR FOOD PHOTOGRAPHERS**

Make thousands \$\$\$\$ doing what you love
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APPLY NOW!