

Client Planning Guide



Everything you need to know to rock your photoshoot and more....

Hi There.

I'm so, so incredibly honored that you have trusted me and booked a shoot with me. Truly, there's no better honor I have than to work with wonderful and incredible clients like YOU, and I'm so incredibly grateful for you and excited to see what we come up with together!

See, personal branding photography is one of **the** all-time best investments you can ever make in your business. By choosing to do this with me, you're also saying "yes!" to more opportunities, to more professionalism, to more FUN, and to more chances to grow and shine in your business.

Plus, get ready — shoot days with Ariel - Heart and Soul are the perfect mix between strategy and life chats, and I'm so ready to devote a day to you, your business, and your incredible self! Inside this Client Prep Guide, you'll be able to find some resources and advice to make your shoot as wonderful as possible from the jump. And, in the meantime, shoot me an email or a text if you need anything else at all.

I'm so excited, and I hope you are, too!

Ariel



“

Don't be
perfect,
be real.

”

LET'S DO THIS!

Your business is going places, and I am here to help you to create the visuals that will help to fuel your momentum. When you take these next steps, I will have the details I need to start bringing those visuals to life. This is a collaborative process, and I'm here if you need help any step of the way.

When attending a Branding event, either a First Impressions (30-minute session or a Refresh your Brand (60 minutes) This Guide is provided to help you prepare to get the most out of your session. Let's Do This.

PLANNING...

1. QUESTIONNAIRE
2. WARDROBE
3. BRAND PROPS

ON THE DAY OF...

1. TIPS HAIR – MAKEUP

TO SECURE YOUR TIME SLOT AT THIS EVENT

You will need to fill out the Questionnaire, pay session fees, and sign the contract to secure your slot.

Before the Day...

01 Your Steps

This is an absolutely essential step in our process, so please set aside time to complete it. No one knows your business like you do, and I want to know how best to create images that will catapult your marketing efforts. The more clarity we get during this step, the more powerful your images will be.

02 Wardrobe

A wardrobe can be overwhelming when you don't know where to start. Let me give you some of my favorite tips for choosing the best outfits for your photoshoot. Prepare the appropriate number of outfits for the time slot you have booked.

03 Props

Props can absolutely enhance your images. They can help you create more usable content and tell a complete story, etc. Check out my recommendations for the best props here. Again, remember the time slot with the amount you bring.

The Day of Photoshoot...

04 Hair and Makeup

Learn how to communicate your vision and set us both up for success by creating a Pinterest board with looks that resonate with you and filling out my questionnaire.

WARRIOR

WHAT TO
WEAR AND
WHAT NOT TO.

KEEP IT
SIMPLE!

Wardrobe Dos and Don'ts

HOW MANY OUTFITS OR CHANGES TO BRING?

To help you determine what outfits you want to bring to the event, depending on your time slot—30 minutes or 1 hour—plan to bring **2 outfits per 30 minutes of time**. You can always bring more outfits, but depending on how fast you change, etc., you may or may not have time for all of them. Having variety, including colors, textures, patterns, etc., is always helpful on the day of the shoot.

LET'S KEEP IT SIMPLE.

What you **need is probably in your closet**. But if you really want to go shopping, I won't stop you. But honestly, you probably have all you need. Think variety and easy changes, different jackets, blazers, shirts, pants, adding scarves, etc.

PROFESSIONAL WORK IDEAS

For work outfit ideas, ask yourself what you wear...

- When you **meet** a client?
- When you **speak** at a lecture or conference?
- When you **go out** to **dinner** with friends?
- When you **attend** a networking event?
- When do you **attend** a gala?
- Do you have a **signature style** or **color** you want to be strong in your brand?

PROFESSIONAL LIFESTYLE IDEAS

For lifestyle and personality outfit ideas, ask yourself what you wear...

- When you **go out** to **lunch** with friends?
- When you are **reading** a good book, curled up on the couch?
- When you are **relaxing**?
- When you **go out** shopping? or
- When you go **walking** or **exercise**, is that important to your brand message?

Wardrobe Dos and Don'ts

As you continue to prep for your personal branding photoshoot, there are a few things to keep in mind that will help you look — and feel — as confident and incredible as you already are. I love sharing these tips with my clients pre-shoot to help prep (and shop!) for shoots, so enjoy! And, more than anything, remember — you are **ALREADY** incredible, just the way you are. These tips will add a new layer of ~being incredible~ to you, yeah?!

The following are just basic photography principles, but when branding, your brand message and personality are primary. So, if your brand has bold colors, animal prints, or polka dots, then add them as accents or props.

WEAR SOLID COLORS, AVOID BUSY PRINTS

Prints can be distracting. To keep things simple, aim to wear solid colors. You can always wear layers and different textures like lace or ruffles. If your personality is best shown with prints use a simplified print, and use it to accent.

DO NOT BRING TWO OUTFITS IN THE SAME COLOR

To make the most out of your photoshoot, aim to bring different styles and different colors. A black shirt looks a whole lot like a black dress in photos.

MAKE SURE THAT WORDS ARE EASY TO READ

Cameras can only capture you from one angle at a time. Try looking in a mirror if you're wearing clothing with wording. Can you see read it all from one angle?

BRIGHT COLORS CAN BE GREAT, BUT GO NEUTRAL WHEN IN DOUBT

Boring is best when you're in doubt. If you want to use your images over and over, the last thing you want is for people to be thinking about your clothing. We want people looking at you. Neutral colors will also complement most brand colors and Instagram feeds.

KEEP JEWELRY MINIMAL UNLESS MAKING A STATEMENT

I love big earrings, but I know when I wear them in a photo that I'm making a choice. People will be looking at my earrings instead of my eyes. Unless your jewelry is a big part of your style or your personal brand, you can skip it altogether.

Wardrobe Dos and Don'ts

A few more things to keep in mind...

Shoes rarely make It Into personal branding photos

We are usually shooting higher up, so don't plan an outfit around your favorite shoes.

Choose natural, neutral or skin tones for nail polish

Again, we don't want people staring at your nails instead of your face.

Wear fitted clothing

Photographs can only capture a moment in time so those beautiful flowy outfits can make you look a little boxy.

Aim for clothing that also compliments your location

You want to make sure the colors you choose and the styles you choose complement the location you're shooting in.

Transitional lenses go dark In great lighting

We are utilizing lots of lighting to make sure you are captured in the most flattering ways. If you wear transitional lenses, you may want to bring another set of glasses.

Glasses can be angled to reduce glare

Many people ditch their glasses because they fear the glare. I've got tricks to get rid of glare, so bring your glasses. It's you!

Avoid the wrinkles

Try on all your clothing in advance. Have everything ironed, **on hangers**, and ready to go days before your photoshoot.

“

Self Confidence
is the
best outfit.

”

PROPS

WHAT TO
BRING THE
DAY OF
YOUR
SHOOT.

Ideas for Choosing Props

HOW TO CURATE THE RIGHT PROPS

When choosing what to bring for your photoshoot, I want you to think about two things. What will help you to create more content for your business, or what will help you to communicate a thought or idea with your ideal clients.

I hear a lot of questions about color schemes and colors to accompany your branding when choosing props. My biggest recommendation is not that you have to match your colors, it's that you don't want to clash.

I've listed some ideas below just to get your gears turning, but here are some prompts to give you some ideas.

SHOW YOUR PROCESS

Do you have a special process that we could visually capture using props? Consider printing something off if you're an online based business.

Bring guides, books, or props that simply represent the work that you do.

SHOW OFF YOUR PERSONALITY

One of the perks of personal branding photography is that it helps your audience feel connected to you as a person, and not JUST as a business. Let's show them who you are! Are there things that you do that are meaningful to you? Things you love? Is there anything that would resonate with your specific audience?

DO AN AUDIT

Take a look through your website or your assets and see what could be improved with your personal brand images.

Do you have a blog where you regularly cover a certain topic? Do you need title cards for your YouTube channel? Do you lead people to a thank you page on your website that could be improved with a celebratory image?

Take a moment to look through what you already have and also consider any upcoming launches, holiday campaigns or products that you have coming out that may need images with props.

Don't let this stage overwhelm you. My rule of thumb here is that while you could bring a ton of props to your shoot, try not to bring more than what would fit in a medium-sized box. Props can give you more content in the end, but the portraits focused on you will be your most powerful marketing images.

Set Up Your Prop Box Now

This is a simple tip that will help you get all of your props together before your photoshoot.

I suggest grabbing a box right now that you leave in your office or your living room. This box is just for your photoshoot props. Anytime you see something that might be great for a photo, or be perfect in a picture to accompany a blog post, add it to the box.

If you have a specific color scheme for your brand, try printing out those colors and taping them to the box. That way, you can see easily the items you're adding next to your brand colors.

On photoshoot day, just grab your box along with your clothes and head to the shoot.



Props Make it Fun

A few items will add more of you to the shoot.

These are just ideas. Use what works with what your personality and what you do and your brand

Colors. colors

- A book
- A Robe
- A Thank You Card or Note
- Affiliate Marketing/Direct Sales items
- AirPods
- Apron
- Artwork you love
- Bag or Backpack
- Ball Cap or Sports team apparel
- Balloons
- Bicycle
- Bike
- Blanket
- Blender
- Brochures
- Bubbles
- Business cards
- Calculator
- Camera
- Candles
- Chalkboard
- Client Gifts
- Clipboard
- Clock
- Coffee Cup
- Confetti
- Cookies
- Cooking Tools
- Daily Planner or calendar
- Daily/favorite items you use
- Dinner Props
- Disco Ball
- Empty page (to photoshop your wording onto later)
- Essential Oils
- Fabric
- Family heirlooms
- Favorite Snack or Drink
- Flowers in-brand Colors
- Food - Fun
- For Sale or Sold Sign
- Gardening Tools
- Gift Bag
- Glasses
- Green juice or smoothie
- Hangers
- Hats
- Headphones
- Highlight your city and local business items
- Holiday knick knacks
- Hourglass (time sensitive)
- Incense
- Industry specific magazine
- Ink and Quill
- Instrument (musicians)
- iPad/Tablet
- Items to portray hobbies
- Jacket
- Jewelry
- Knick Knacks
- Keys
- Laptop
- Letter Balloons
- Letterboard
- Lightbox
- Luggage
- Makeup
- Meditation Pillow
- Microphone
- Mixed Drinks
- Moodboard
- Nameplate
- Newspaper or Magazine
- Notebook or Journal
- Notecards
- Office knick knacks
- Outdoor activity items
- Paint Swatches
- Paintbrushes
- Pajamas
- Passport
- Pencil Sharpener
- Picnic Props
- Piggy Bank
- Pillows
- Planner
- Plants
- Podcast Microphone
- Polaroid Camera
- Portfolio
- Portray quirks and facts about you
- Printables

Continued!

Props Make it Fun

- Printed Photos
- Products you sell
- Purse
- Pens in fun Colors
- Paint Brushes
- Paints
- Paint canvas or paper
- Radio / Player
- Roller Skates
- Self-care items
- Signage
- Smartphone
- Souvenirs
- Spa Knick Knacks
- Staplers
- Stationary
- Styling kit
- Sunglasses
- Tea / Pot
- Tea Cup + Saucer
- Tools of The Trade
- Toys
- Typewriter
- Vintage Board or Card Games
- Vision Board
- Wallet
- Watch
- Water Bottle
- Whiteboard
- Wine or Champagne
- Work out Clothes
- Workbook
- Workout Equipment
- Your Favorite Pen
- Your Framed Family photo
- Your Framed Wedding photo
- Your Framed Photo of your pets



FAIR

and Makey-Up

WHAT
PHOTOGRAPHS
BEST

Tips for your hair and makeup

Hair and makeup is a very personal decision. You already have preferences for how you want to show up in the world, but here are some guidelines based on what photographs best.

You'll feel more comfortable consistently sharing images of yourself if they are authentic to you. So take a look at the list below and choose to follow what feels best for you.

- Don't do anything new like getting a spray tan for the first time or trying out a new hairstyle for your photos. Aim to look like you on your best day, avoid looking like someone else.
- Stay hydrated and exfoliate your skin the day before your photoshoot. If you exfoliate the day of, you may end up with redness in your images.
- Avoid the sun, alcohol, and overly salty foods the day before your session.
- Ponytails and updos tend to disappear in forward-facing photos, so wear your hair down when possible.
- Find a makeup artist that is confident working with your skin tone, if you're hiring someone. Check out their portfolio or reach out to make sure. Let me know if you want to add this service to your session ASAP.
- Bring your own lipstick for the makeup artist to use, or buy the one they use so that you can reapply as needed during your photoshoot
- Glossy lips can be distracting because they reflect too much light, so make sure your lips are hydrated and not shiny.
- Fake lashes, lash extensions, and lash lifts can really open up your eyes in photos.
- Go for a more natural look and avoid crazy, bold colors unless you want to make a statement. Subdued bridal makeup is generally excellent on camera.
- If you're working with a professional, let them know when you need to be at your photoshoot and factor in drive time so that you aren't rushed or late.

I AM HERE FOR YOU *every step.*

Alright, friends — your shoot is almost here! I wanted to remind you that you are amazing, incredible, and impactful already... and this shoot you've booked is going to help you leverage that and capitalize on it even more. How dang cool is that?

If you're feeling a little anxious or nervous, that's totally normal... and it's totally ok, too. You're stepping into a space that's built to make you get out of your comfort zone, and you're allowing yourself to be uncomfortable. THAT, my friends, is a massive, massive deal — and I just know it's going to pay off.

Now, I'll see you soon (so soon!) on our shoot date, and I'm around if you have any questions or concerns at all. Don't hesitate to reach out... that's what I'm here for! More importantly, I'm here for you. Every step.

Ariel



Relax

YOU'RE IN
GOOD HANDS.