



Biz Hack #6 Brand Photos

So, you're recently qualified and probably feeling a combination of excitement together with possible frustration that the clients aren't pounding down your door begging for appointments. Questioning yourself on what's next or how to fix this situation?

One of the best forms of marketing is utilising pictures of yourself. I follow Emma Veiga Malta from Bespoke Designs and she recently sent an email with some great tips and it got me thinking about a scope of work I'm presently writing for my own photography re-shoot.

Whether you are asking a friend or a professional to take your pictures, it's vital to provide instruction of what you want so you have variety of choice later in terms of using the material.

- ✓ Take each pose in **landscape AND portrait**.

Often when creating social media content such as banners or full width imagery on PDFs, designers need landscape. Portrait, which is vertical, just doesn't fit the horizontal nature of some templates or document dimensions. So dual shot option is a must.

- ✓ Ensure some photos have **plenty of room in the shot above and around your face or body**.

A close up portrait shot with the top of your hair missing can make for a creative composition, however if a designer needs to print it, they need a 5mm trim & bleed around the edges. Which could mean more of you being cut off, making for an awkward end design. Designers can always crop a photo - we can't add to it!

I recently created all of the marketing content for the national kinesiology conference and some of the presenter portraits had to be 'fiddled' with in order to gain centre alignment into templates. Basically it was a nightmare from a design perspective.

So the moral of the story is ask your photographer for a combination of close up and distant in both landscape and portrait. Options are gold.

- ✓ Emma advises to be careful with green screens which is often just a green cloth or tension panel, which for video can be used to swap in a background image using a chroma-key editing technique.
- ✓ Emma highly recommends the use a plain white or mid-tone, neutral backdrop colour for photos you want to remove the background from. Never a green screen or fussy pattern.
- ✓ Emma warns that using a green screen for photos may create a slight green tinge on your skin and clothing.
- ✓ Emma recommends to be careful with lighting - any shadows or big creases and will affect your superimposed background.
- ✓ Only use a green screen if you are 100% confident of your set-up, photography & post-production skills. Nothing says dodgy more than badly edited green screen photos. It's also really hard to edit all the green out of wispy hair if it's for a static photo. **You need great Photoshop skills.**

I don't know about you, but my technotarditis goes into overdrive at the thought of having to manage all of that. Emma offers a range of design services in terms of tailored and pre-designed backdrops (visit Emma's web <https://bespokebackdropsbranding.com/shop-now/?v=7516fd43adaa>). This may be useful if you do a lot of market work or livestreams.

Emma recommends you make sure you know your brand colours before you take photos. If you don't know yet what they might be yet, wear whites or monochrome neutrals.

Nothing looks more incongruent than wearing a frilly hot pink top, if your business brand vibe is rustic or outdoorsy. You want to achieve congruence between your look and your brand.



Here's a sample of one of my last professional pics. My logo colours were aligned into the background of all the pictures I had taken, and the signature pinks were highlighted into my outfit. Nothing flash, but I was delighted with the result.

Even if you do know your brand colours, have a few outfits ready; some with your brand colours, and some just plain black, white or neutral. Gives you and the designer / photographer plenty of choice in the future. I happened to take five outfits with me to this shoot – ridiculous I know but between the photographer and I, our schedules are insanely busy and for me to align our worlds took time. So I made use of the photography shoot time.

In an ideal world, you would get your branding started before your photo shoot. Emma always gives my clients their colour palette and brand vibe early on in the design process, so they can inform their photographer.

- ✓ I recommend when starting out your business it's unlikely you're going to have a brand yet. So wear your favourite outfit that you feel happy and content in and you know it makes you look good and go from there.
- ✓ Remember everything in your business in terms of marketing such as brand and photographs is not set in stone. It should be organic and evolve with you!



My soul purpose is to support people to 'bloom from within'. How people decide to do that is up to them, I'm just the CHANGE FACILITATOR!

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