



# PERSONAL BRAND SHOOT PREP

## checklist

### BEAUTY

*So much photoshoot confidence comes from how we look. Here are our tried + true things that get us feeling great!*

- Book HMU Artist
- Spray Tan 48 hrs Before
- Exfoliate + Shave + Moisturize
- Bring makeup bag for touch ups
- Leave your pimples alone!
- Dry Shampoo to add body + absorb oil
- Drink LOTS of Water
- Mani / Pedi (neutral or brand colors are best)
- Add lashes and a little more makeup than usual
- Whiten Teeth

### WARDROBE

*Pro Tip: Always bring a white tee and a blazer (this is our favorite look paired with skinny denim)*

- Dress in your Brand Colors
- 4 outfit options per hour of shooting
- Try on all outfits beforehand!
- Pack proper undergarments
- Plan quick changes + alternates
- Bring accessories
- Shoes options that make sense

### MOOD

*No stress, you are in good hands! Remember you are always able to reach out to us if you need anything.*

- Good vibes only! This SHOULD be fun.
- Exercise leading up to shoot date.
- Practice posing and expressions in a mirror
- MUSIC- bluetooth speaker + pumped playlist
- Need a little liquid courage? No judgment.
- A buddy to tell jokes + hold your lipstick

### PROPS

*If you had to illustrate what you do using ONLY visuals, what sorts of items could you use to help tell the story?*

- Tech: laptop, phone, podcast digital tools
- Office supplies / journals, notebooks, pens
- Branded materials for your business
- Any tools you use to do your job
- Visuals to illustrate what you do
- Things that set you apart in your industry

### LOCATION

*How does the space add or distract from the brand story you are trying to tell? Sometimes the spaces we love don't translate in photographs. Here are some tips for prepping your space:*

- Get rid of clutter
- Add "on brand" styling items- think color pops
- Tidy up anything that looks messy
- Tie up / hide visible cords
- Make sure overhead lights can be turned off
- Make sure space is clean (noticeable dirt)
- Windex all glass and shiny surfaces
- Prepare to shoot in EVERY usable room
- Add house plants (real or fake) to freshen up

### EMERGENCY KIT

- Eye Drops + Touch up Makeup
- Sewing Kit: Safety Pins, Lint Roller
- Nail Glue + Lash Glue
- Comb, Hair Ties, Bobby Pins, Hairspray
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