

# PODCAST ACTION GUIDE



EPISODE 37:

How to Prepare for a Brand  
Photoshoot as a Consultant,  
Strategist, or Service-Based  
Business

PATTERN *of*  
PURPOSE

|  
STEP INTO WHO  
YOU ARE

# YOUR BRAND RELIES ON YOUR PHOTOS

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Maybe you've had a bad experience having your photo taken before.

Or perhaps you're putting it off because you don't know where to start.

This guide will walk you through everything you need to get what you want from professional photography.

Because brand photos communicate so much. They put a face to a name. They give a glimpse into your personality. And they set the expectation for what it's like to work with you.

The following steps are built on years of lessons learned and consistently committing to have my online image reflect who I am and what I stand for.

The goal I have for you?

To show up on shoot day as relaxed and confident as possible, so your images can do the talking for you.

Let's get to it!



Pattern of Purpose

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# 10 STEPS TO PLANNING A NEXT LEVEL PHOTOSHOOT

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## STEP 1: DEFINE PURPOSE OF THE SHOOT

To be successful, you can't go into your shoot thinking you'll get photos for every touch point of your brand. You'll be let down with this expectation. Instead, choose one goal for using the images you collect.

- Website redesign
- Social media content
- Professional headshot
- New program or product launch
- Advertising or marketing campaign

## STEP 2: NAME YOUR AESTHETIC

What words would you use to describe the style and tone you want to reflect in your images?

What feelings do you want to evoke in people when they see the images?

- Editorial and aspirational?
- Lifestyle and engaging?
- Strong and authoritative?
- Detail-oriented and interesting?

## STEP 3: FIND A PHOTOGRAPHER

The most important thing to look for in a photographer is work in their portfolio that you want to emulate. Yes, style is important, but if they've never shot brand photos before, they may have a hard time capturing the type of imagery you're looking for. Other questions to ask include:

- How involved are you leading up to the shoot?
- How many images will I receive?
- How many hours do you recommend based on what I want to achieve with my images?

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## STEP 4: BUILD A MOOD BOARD

This is me giving you permission to open up Pinterest and go wild. But don't limit yourself to this platform. Look at your saved posts on Instagram, review websites you love, take a closer look at ads, and flip through your favorite magazines. Specific inspiration you should be looking for includes:

- Types of shots: wide angle, headshot, extreme close-up
- Angles and poses
- Settings/environments
- Hair and makeup
- Clothing
- Props and details

## STEP 5: CHOOSE A LOCATION

Notice that you should have a good sense of your creative vision before you choose a location. The environment you shoot in will influence the tone. Consider whether you're interested in indoor or outdoor, the lighting available, and what you'll be surrounded with.

Locations you can consider include:

- Your home
- Your office space
- Hotel
- Bar, restaurant, or shop
- Airbnb
- Studio

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## STEP 6: SELECT YOUR WARDROBE

This can be the most confusing and anxiety-invoking step, but it doesn't have to be. Remember that you want to show up as you on your best day. But still YOU. Comfort is key and flowy is not your friend.

- Keep your brand colors in mind
- Consider seasonality and its impact on the mood
- Focus on two main looks
- Try everything on beforehand
- Shop your closet before the store

## STEP 7: DEVELOP A SHOT LIST

It's time to revisit your mood board and narrow down the themes you want to capture in your shoot. A successful shoot is all about focus. As a service-based business, you need images with you, but you also need supporting images. Here are a few ideas for prop and detail shots:

- Your iPad, computer, and phone—add screenshots of client work to images later
- Books that inspire you
- Style: hat, handbag, wallet, accessories, cuff links, glasses
- Mood-inducing: candle, hiking boots, blanket, crystals, whiskey glass, plants

## STEP 8: BOOK BEAUTY APPOINTMENTS

The camera picks up details, so brush up on grooming in the week leading up to your shoot.

- Women: book hair and makeup for your shoot day, even if you don't normally wear a lot of makeup. The camera will wash you out.
- Men: book a trim or shape-up the week of your shoot. Ask your barber for a step-by-step on how to style your hair on shoot day.
- Everyone: manicures are a must. If you choose a polish, choose a neutral tone.

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## STEP 9: TOUCH BASE WITH PHOTOGRAPHER

It's important to connect with your photographer before shoot day. You'll want to share your mood board and shot list. This will be important reference points on shoot day. Other things you need to cover in this meeting are:

- Explain what specifically inspired you in each area of your mood board
- Determine the 1-2 "must-get" shots
- Confirm what you need to bring
- Exchange phone numbers

## STEP 10: CREATE A BRAND PLAYLIST

The fastest way to feel at ease is to have feel-good music streaming. Create a brand playlist that will make the shoot feel light and enjoyable. You have options to accomplish this:

- Create a list for free on Spotify
- Download Pandora
- Shuffle your own music

## (BONUS) STEP 11: SHOOT DAY!

Your work is now done. Remind yourself you've prepared in the best possible way. Eat a solid meal, practice restraint with caffeine intake, and continue hydrating throughout the day. A few reminders to carry you through the day:

- A handful of money shots = success
- Your photographer doesn't think you look silly, so stop worrying about it
- Ask for direction when you need it
- Celebrate the investment you've made in yourself and your business

# WANT PERSONALIZED GUIDANCE?

Ready for your shoot, but looking for a partner to help select the right photographer and translate your vision? I do that!

Reach out at [kim@patternofpurpose.com](mailto:kim@patternofpurpose.com) or join me over [@pattern\\_ofpurpose](#) to learn more.

