

NIKAYLA SCOTT PHOTOGRAPHY PRESENTS...

PHOTOSHOOT PREP GUIDE

HOW TO
PREPARE
FOR YOUR
SESSION

GET THE
MOST
OUT OF YOUR
photos

NIKAYLA SCOTT
PHOTOGRAPHY

Hey friend!

I'm Nikayla, a lifestyle/personal branding photographer based in the DMV.

I just wanted to quickly say thank you so much for downloading this guide. I truly hope it helps prepare you for your best photoshoot yet!

If it's your first professional shoot, I know you may be a bit nervous - if you're a seasoned influencer, you may just be looking to up your game - either way, follow this guide to prepare for a successful shoot! I know you'll kill it!



Oh, and if you are prepping for a session with me, you're in for a fun ride my friend! Feel free to reach out with any questions. I can't wait to work with you!

With love and gratitude,
Nikayla

WELCOME

Whether you're a small business owner, a freelancer, a blogger, or an instagram influencer, having a uniquely recognizable personal brand is crucial. Your personal brand is what sets you apart you from all the rest in an environment that's more competitive than ever. It's how you can instantly communicate your experience, skills, and personality to your potential clients and audience.

A personal branding photography session will help you put your best face forward, tell your story, and solidify your brand. Get ready to up level your personal brand!



WHO CAN BENEFIT?

As Forbes puts it, “Whether you know it or not, you have a personal brand.” In this highly digital, competitive day and age, how you come across to people matters. Building a personal brand is all about controlling the conversation -- intentionally crafting a persona that’s true to you and puts you in the very best light. So, here’s who can benefit from a personal brand photoshoot:

any professional

Having a thoughtful, solidified brand is valuable to any working professional. Your personal brand is what sets you apart from the competition. Having professional yet approachable personal brand photos on your website, social media, and business cards will help other people remember you and get to know you.

small business owners/ freelancers

If you own your own business or are self-employed, having a distinct personal brand is everything. It’ll help potential clients connect with you instantly. After all, people don’t want to work with faceless companies -- they want to work with friendly, trustworthy, real people.

influencers/bloggers

A personal branding photoshoot is a great way to build a bank of like-worthy new content for your social media feed, blog, or email newsletters. It’ll also help you connect with your audience on a more personal level.



1. Define your Brand
2. Create Mood Board
3. Create a Shot List



7

steps to an awesome photoshoot



4. Choose Location
5. Plan outfits
6. Choose Props
7. Beauty Prep

DEFINE YOUR BRAND

What is your brand style? Not sure? I got you!

Choose 3 words you want people to associate with your brand when they see your photos: ex. bright, friendly, stylish, fun, smart, powerful, relatable, creative....

Know your story.

Your audience isn't just interested in what you can do. They're interested in who you are. They want to work with a confident, interesting person who's easy to work with and very clear about their brand message. They want to hire someone who offers something a little different than everyone else. Take some time to write down the story of who you are and what you bring to the table.

CREATE A MOOD BOARD

Everyone knows Pinterest is the BEST place to find inspiration and create your own personal moodboards. I also have multiple saved folders on IG that I use as mood boards as well. Search for the words you chose above and save any and everything that resonates with you and your brand.

Feel free to share your vision during your consultation. Don't be afraid to bounce ideas off of your photographer.

Honestly, it helps TREMENDOUSLY so they know the type of shots you are looking for and can properly prep to help you achieve your vision.

Create a Shot List

Shot lists are important for both you and your photographer. It serves as a guide/checklist to ensure you leave with all the photos you know you NEED.

If you want a new facebook cover photo, make sure you get a horizontal shot with lots of space for text. If you are shooting content for a brand make sure to get a few product details shots. Refer back to this list often during the shoot to make sure you don't forget any crucial shots!

Choose a Location

When considering locations, opt for a place you have been to or can visit before the shoot. Seeing photos of a space thinking it's perfect then showing up and it's totally different can ruin your session as you scramble to make the location work or find somewhere new last minute.



HOW TO BRING YOUR *personality* TO YOUR PHOTOSHOOT

When it comes to building your personal brand, personality is everything. Your personal brand is all about what makes you uniquely you, from your look to your skills to your interests to your background. Here are a few tools you can use to make sure the real you shines through in your photos!

CHOOSE YOUR OUTFITS

- If buying something new - make sure it is delivered/purchased well in advance of the shoot

- Try everything on. Undies, jewelry, shoes.. **EVERYTHING.**

- Accessories: always opt for timeless and everyday pieces.

- Consider your location. Make sure your outfit is appropriate for the environment, colors, and backgrounds.

- Keep your brand colors in mind.

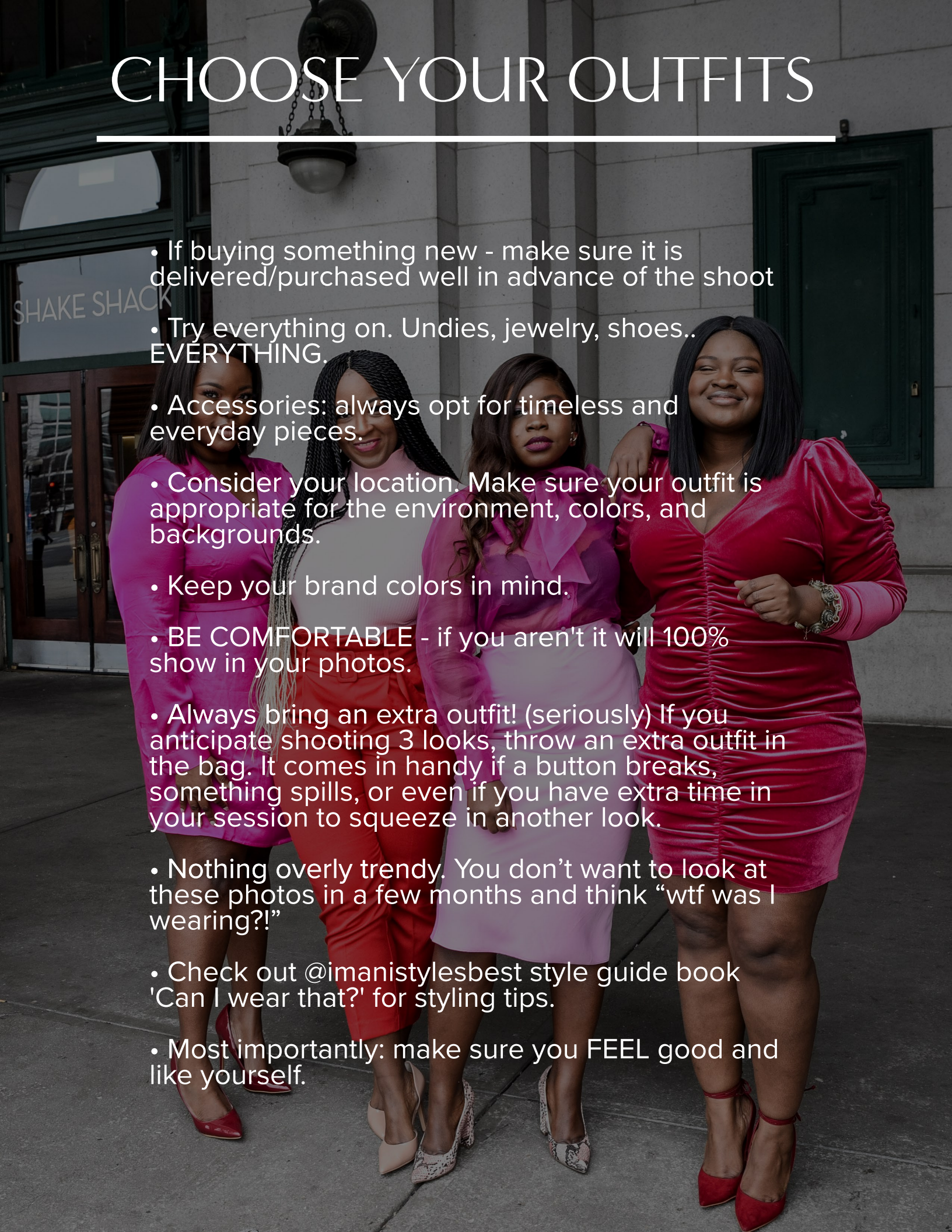
- **BE COMFORTABLE** - if you aren't it will 100% show in your photos.

- Always bring an extra outfit! (seriously) If you anticipate shooting 3 looks, throw an extra outfit in the bag. It comes in handy if a button breaks, something spills, or even if you have extra time in your session to squeeze in another look.

- Nothing overly trendy. You don't want to look at these photos in a few months and think "wtf was I wearing?!"

- Check out @imanistylesbest style guide book 'Can I wear that?' for styling tips.

- Most importantly: make sure you **FEEL** good and like yourself.



GRAB YOUR PROPS

Personal items take your branding a little deeper. If you have any sentimental items **BRING THEM!**

Refer back to your mood board and take note of any mugs, notebooks, laptops, candles, etc.. and grab what you like!

Make sure to buy and organize all of these items well in advance! Not the morning of your session.

BEAUTY PREP

A pro makeup artist will always be my recommendation. If you do plan to do your own hair/makeup, do not try anything new. Use your tried and true makeup routine that you know looks great. Now is not the time to try a new foundation or brand new lip color.

Increase your water intake a couple days before the shoot. Get lots of rest the night before!

Final Tips

Pack your bags the night before! Make sure you have all of your props, accessories, and shoes! (I have stories!)

Iron/steam your outfits and have them ready to go.

All the planning, organizing, and prepping is done. Trust your photographer and keep an open mind. Don't stress about the shot list. Don't request to see every single photo as you shoot. You hired this person because you love their work. Now trust their vision.

The key to great photos in general is to have fun. So take a shot or have a glass of wine (or mimosa, depending on time of day!) to loosen up, blast some Beyoncé and let loose! It's go time.



A Session with Nikayla Scott Photography

My mission is to provide an amazing photoshoot experience. I want you to have a great time and leave you with photos that convey who you are; showcase the professional skills, talents, and value you have to offer; and help you stand out from your competition. Here's how we'll do that:

1. consultation

Email me or submit the form on my website to set up a free 15-20min phone or zoom consultation with me. This is our chance to get to know each other better. I'll ask you questions about your story and brand, what your goals are for the session, what you will be using the images for, if you have a specific vision for the session or any locations in mind. This is where I figure out how to best serve you, and make any suggestions that I think will best fit your needs. You'll also have the chance to ask any additional questions you may have.

2. before the shoot

This is the time to send me any inspiration photos or mood boards you have saved for your session. Having images that show the mood, energy, color scheme, or style of the photos you desire is always extremely helpful. It also helps in deciding on location and time for your session. Depending on the photography package you choose, we may shoot at multiple locations and have multiple outfit changes. make sure to prepare your looks based on the mood boards and locations chosen!



3. day of the shoot

It's party time! I hope you've had a good night's rest and are ready to show up and show out!

I know you have chosen your desired outfits but make sure to bring 1-2 extra, just in case. It's always good to have options!

If you're typically a little camera-shy, don't worry. I will direct you while you're in front of the camera and help you feel comfortable so your natural beauty and personality shine through.

4. after the shoot

Within 3 weeks of your photoshoot, I will deliver your hi-resolution digital images in an online gallery for you to download. The number of images you receive will depend on which package you have selected and how long your session is. Then, all that's left for you to do is share them (and your brand) with the world!




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