

The DIY Photoshoot Planner

For Entrepreneurs

This guide includes the following checklists:

- ✓ Planning the looks for your photoshoot
- ✓ The equipment & lighting guide
- ✓ Tips for showing up on camera
- ✓ A checklist for what to bring



DIY PHOTOSHOOT PLANNER

PHOTOSHOOT DATE

WHAT WILL THE PHOTOS BE USED FOR?

YOUR LOOKS

(Clothing, shoes, jewelry, belts, socks, other accessories)

OTHER DETAILS

NOTE: Read The Tips, so you know what order to plan your looks

LOOK 1

LOCATION

PROPS NEEDED

MAKEUP & HAIR LOOK

LOOK 2

LOCATION

PROPS NEEDED

MAKEUP & HAIR LOOK

LOOK 3

LOCATION

PROPS NEEDED

MAKEUP & HAIR LOOK



THE TIPS

THE PLANNING TIPS

1. Research Instagram accounts that match your style.
2. Create a photo inspiration document. Copy & paste photos, poses and looks that you would like to recreate.
3. When planning the order of your 3 looks, keep in mind that you'll want to start with your hair down, so your hair doesn't get messed up if you also do some up-do looks.
4. Build upon your makeup. Start with lighter lip color. Then darker as you go if those are the looks you're going for. It's harder to start with more makeup and have to take it off as you go.

THE LIGHTING & EQUIPMENT TIPS

1. Early morning and dusk are the best time for outdoor photoshoots because of the sun's glow. When the sun is directly overhead, it creates odd shadows & we often squint.
2. Remember to shift the brightness setting upward as you take the photos, but not to the point where you look blown out.
3. If you don't have a partner/friend to take the photos, bring a tripod that is about eye level height. You can put your camera on a timer before each photo.

THE HOW TO SHOW UP ON CAMERA TIPS

1. Shift positions often, so you're not getting the same exact pose over and over again...yes...like we see the models do it!
2. Don't always make eye contact with the camera
3. Take more photos with your chin forward and slightly down rather than head tilted back and up
4. RELAX AND HAVE FUN WITH IT!



THINGS TO BRING

DON'T FORGET TO BRING...

1. All of your clothes (group each outfit together)
2. All clothing accessories, jewelry, belts, shoes, socks, etc
3. Any props that make sense for you to have in your photos
4. Camera/phone, tripod and a ring light if applicable
5. Makeup
6. Hairstyling supplies
7. A straw to drink your water, so you don't mess your lipstick
8. Binder clips to pin your clothing back if it's showing up as "frumpy" on camera
9. This document
10. Your photo inspiration document
11. A lint roller
12. Water & snacks if needed
13. A steamer or iron if needed (I steam mine before I go and then hang them in my vehicle)

NOTE:

- I do these photoshoots once every 2-3 months.
- I keep many of these items above in a "photoshoot bag" so I can be as efficient as possible.
- I also suggest you create a Google Drive folder named "Photoshoots" where you add all of these photoshoots into their own individual folders.

