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# BRANDING SHOOT

CHECKLIST



01

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## *headshots*

We start with a few timeless images of your gorgeous face, smiling at the camera and looking away from the camera, half and full body shots. You can be sitting or standing, what ever makes you more comfortable.

02

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## *lifestyle*

This is where the fun begins. Show off your personality! Big laughs, smiles, sitting in the chair, leaning up against a wall, sipping your coffee, reading, playing with your dog, jumping for joy, shaking your hair or doing a headstand.

03

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## *how you work*

Close ups and details of your process, tools, product.

Where you work and what you look like when you work. Show people where magic happens and capture some great behind the scenes of the process.

04

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## *inspiration*

Grab photos of what inspires you: it can be a book, magazine, location, colors and textures.

05

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## *tools of the trade*

What are your supplies, tools and materials? Grab some flat lays of the product alone and some where we can see you as well, holding them or working with them.

06

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## *props*

Add a pop of brand color with some fun props - florals, prints, albums, calendar, notebooks, a delicious looking drink or food.

07

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## *there's only one you*

What is the ONE thing that makes you different and unique? Are you a hugger? Do you always smile? Have a secret hobby of collecting lapel pins? Can do a split?

08

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## *seasonal*

Include fun shots for the season ahead, like a beach hat and glasses for summer, or scarf and a jacket for winter, to help with some of those seasonal posts.



*Can't wait to*  
SEE YOU SOON!