

PREPARING FOR YOUR LIFESTYLE BRANDING PHOTOGRAPHY SESSION
TIPS TO LOOK & FEEL BETTER IN YOUR PHOTOS



Discover the poses, clothing and beauty tricks that will help you bring out your inner *superstar* for the camera.

Contrary to popular belief, being photogenic is an acquired skill not just a natural inborn talent reserved for everyone else.

When it comes to looking good in pictures, the simplest tricks can have the biggest impact. To capture the best version of yourself at the moment the shutter clicks and feel crazy confident in front of the camera, just follow the 8 tips below and you'll be in fierce form in no time!

#1 STRIKE A POSE

It's easier than you think!

- Stand up straight and tall.
- Lift your head slightly.
- Stick your chest forward and pull your belly in and let your shoulders relax.
- Shift all of your weight to one leg and let the knee of the opposite leg pop out.
- Pop your hip out just a touch to give some curve.
- Let your arms relax to the side and *slightly* bend your elbow. ***The goal is to have some space between your arm & your body.*** This eliminates the dreaded flat-arm bulge! We ALL have it ;)

#2 IT'S ALL ABOUT THE JAW

Want to avoid that dreaded double chin? When a camera is focused on us, we often *unconsciously* pull our head back which can be unflattering. Instead, push your forehead out towards the camera and tilt your chin down ever so slightly. It may feel ***ridiculous***, but practice this in the mirror and you'll be impressed by how well accentuated this simple adjustment can make your jawline look.

#3 GET PLAYFUL

Get playful and embrace what makes you unique (your freckles, that small gap between your front teeth, those well-earned smile lines, that contagious laugh, your shyness). A confident attitude makes all the difference in the world, so stop hiding and start working it!

#4 WHAT TO WEAR

Believe it or not, tight fitting clothes photograph better than loose clothes. Solid colors are almost *always* a better choice than prints. Also, wearing one color from top to bottom helps elongate your body. It will accentuate your curves in all the right places. It doesn't matter if you're a size 2 or a 22, if you've got curves work them!

So, you rock the denim? FANTASTIC! Bring yourself. Show up as YOU—the best version and I will do the rest! Ballcaps included ;)

#5 BEND AND SNAP

If it bends, bend it.

Creating movement and depth is one of the best ways to look great in photos. To do this, think about bending your joints—wrists, elbows, knees, ankles. Think in triangles to create more separation from your body and your limbs. Instead of letting your arms fall flat against your sides, create a triangle or hourglass shape, pop that hip to the side and let the light peek through those sexy curves! Relax your fingers as if you're touching your thumb to your middle finger and snapping.

#6 BRING OUT YOUR BEST SIDE

We all have one.

You probably already know what yours is, so make sure you're flaunting it in all the right ways.

For a soft, feminine look, you don't want to be photographed straight on since your shoulders are the widest part of your body, but you also definitely don't want to be shot from the side. A 2/3 turn, slight angle with the focus on your best side will always look more flattering in photos.

#7 THE NATURAL GLOW

"I'll have what she's having...."

Moments before the camera clicks, look away from the camera, think of something funny, and break out into a big laugh—even if it's a fake one! Just as your smile is coming down, look back at the camera and *voila!* you'll have the perfect "realistic" smile. Pros call it "Residual Laughter". I prefer to call it the "Natural Glow". Either way, it's a winner.

#8 JUST BE YOU

If this is making you feel overwhelmed or uncertain, take a deep breath and relax. You hired me for a reason. I will guide you, give you suggestions and capture what you think may be the impossible—beautiful, authentic pictures of YOU.

At the end of the day, it's really all about you being your most authentic self. Do YOU. That's what comes naturally.

I hope you find these tips helpful and remember—plan to relax and enjoy the experience.

xoxo,
Jennifer