

THE PLAYBOOK MEMBERSHIP

BRANDING | MODULE ELEVEN

Planning a Brand Shoot

CHOOSE A THEME THAT FITS YOUR BRAND

GATHER INSPIRATION & BUILD YOUR MOODBOARDS

CREATE YOUR SHOT LIST

PLAN YOUR PROPS

PRICING

THINGS I NOTICED

when i got a professional brand shoot done



Less people asked for a discount because I looked like a business and not a freelancer



My engagement on socials dipped when I shared more professional images but I got more DMs about my services



It enabled me to build out a more professional website



It made clients want me to plan their shoots for them (social media clients so charged as an add on)



It built trust quicker

CHOOSE A THEME THAT FITS YOUR BRAND

But not necessarily your industry!

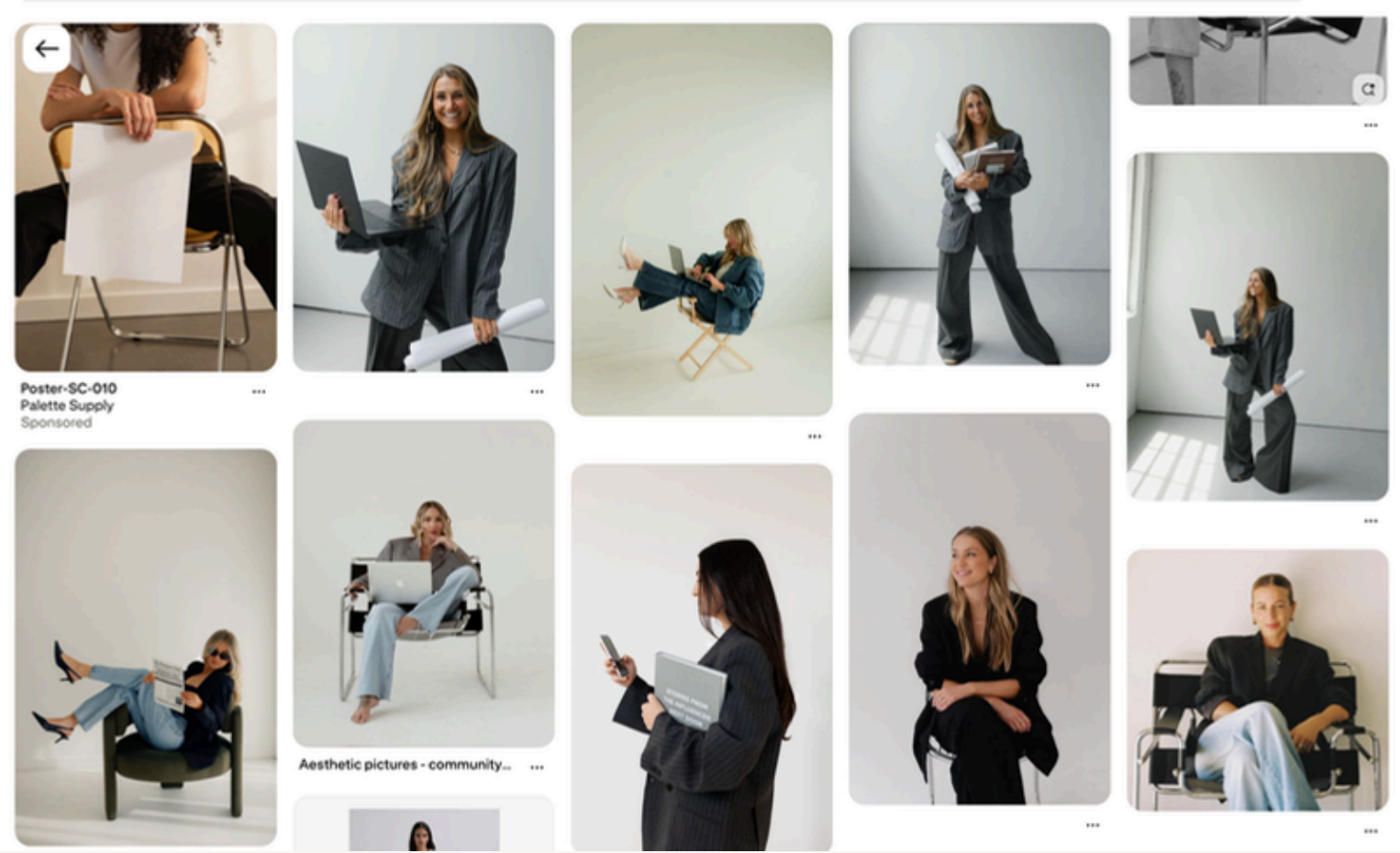


STEP 1.

What is everyone else in your industry doing?

Do something different!

🔍 marketing agency shoot



🔍 fashion editorial shoot





STEP 2.

How do you want to be perceived?

Expensive? Affordable? Old money? Bold?

 bold brand shoot



 old money brand shoot



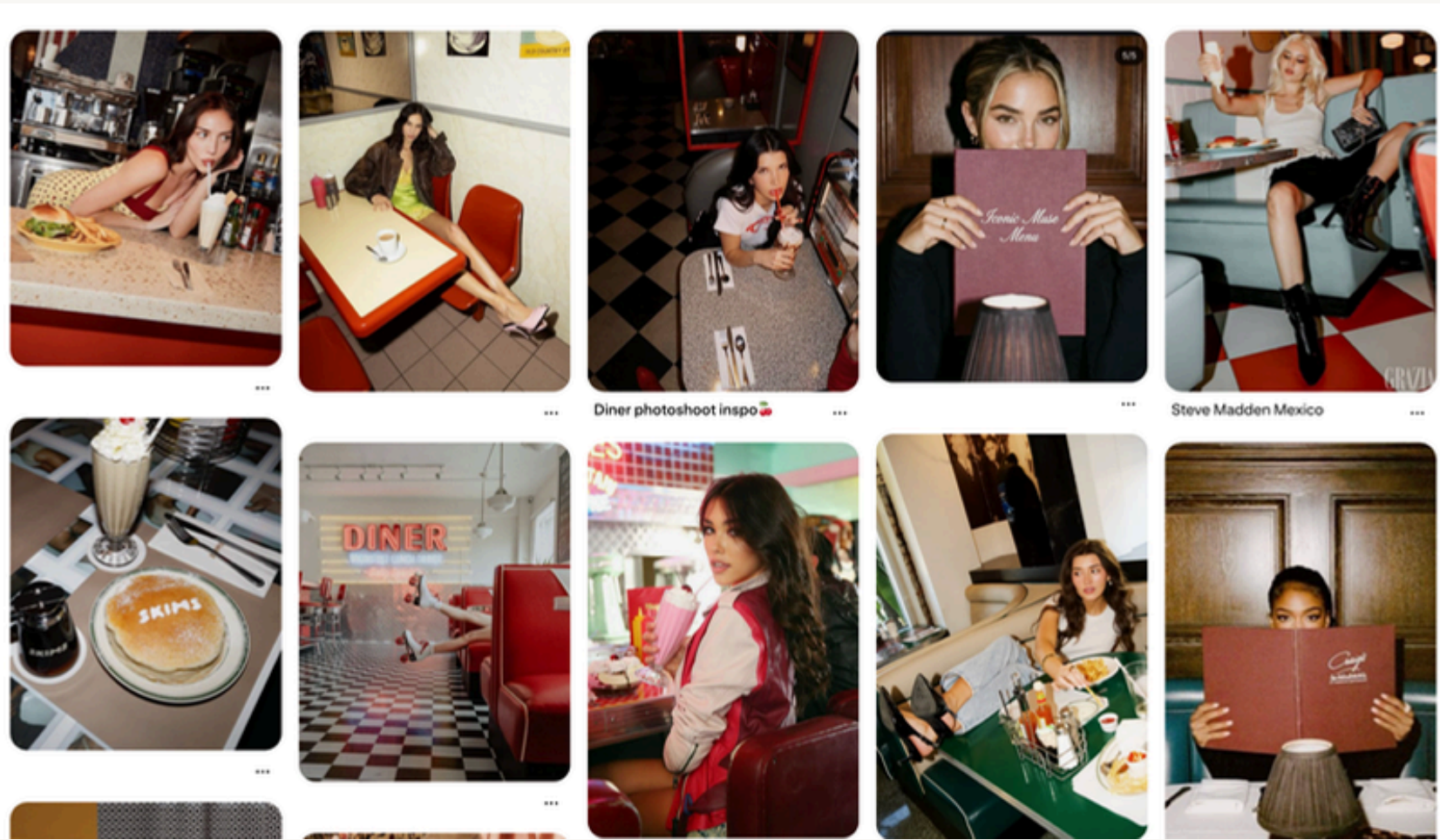


STEP 3.

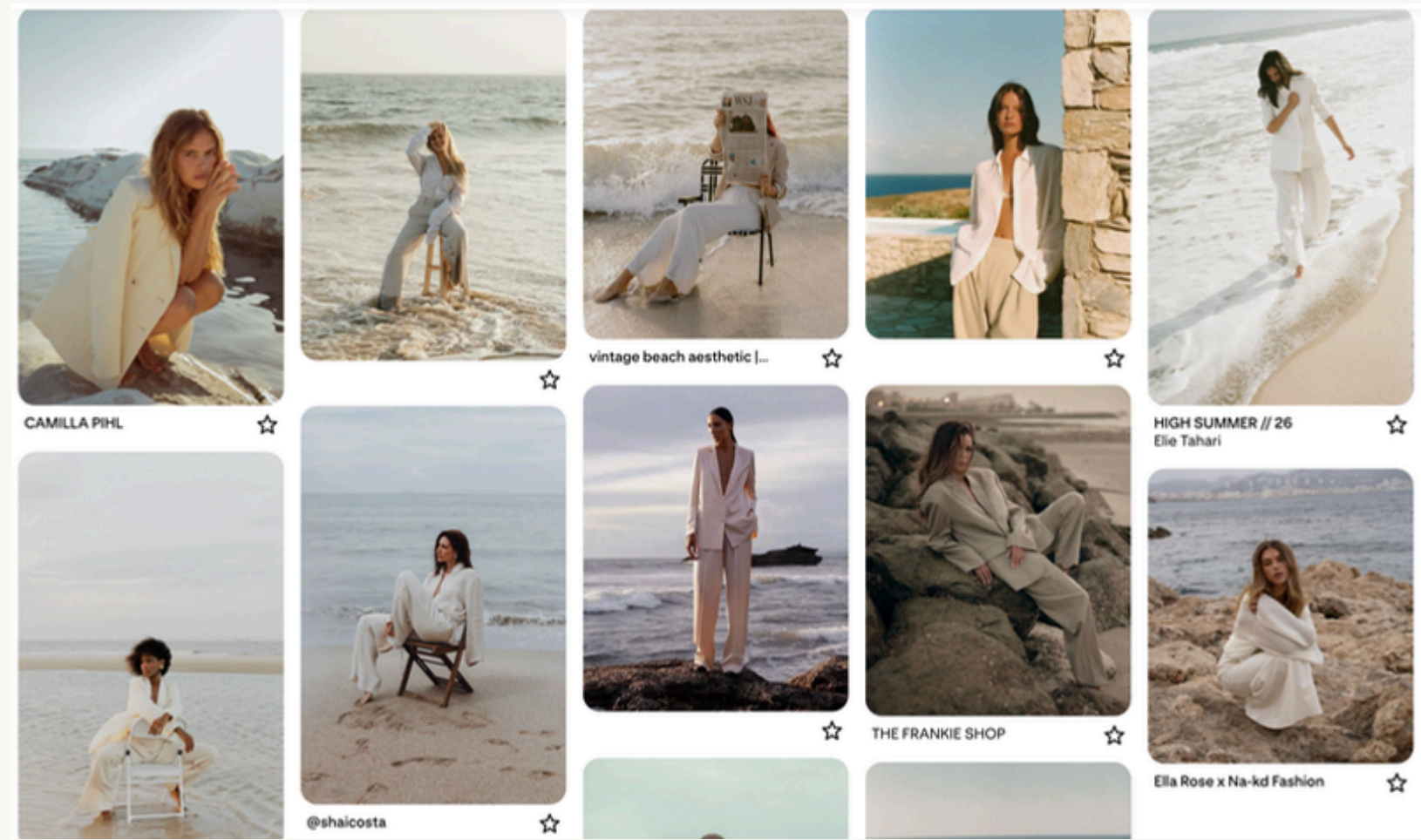
What environment communicates that perception?

This communicates the positioning

🔍 brand shoot in diner



🔍 brand shoot on a beach





STEP 4.

What makes it unmistakably you?

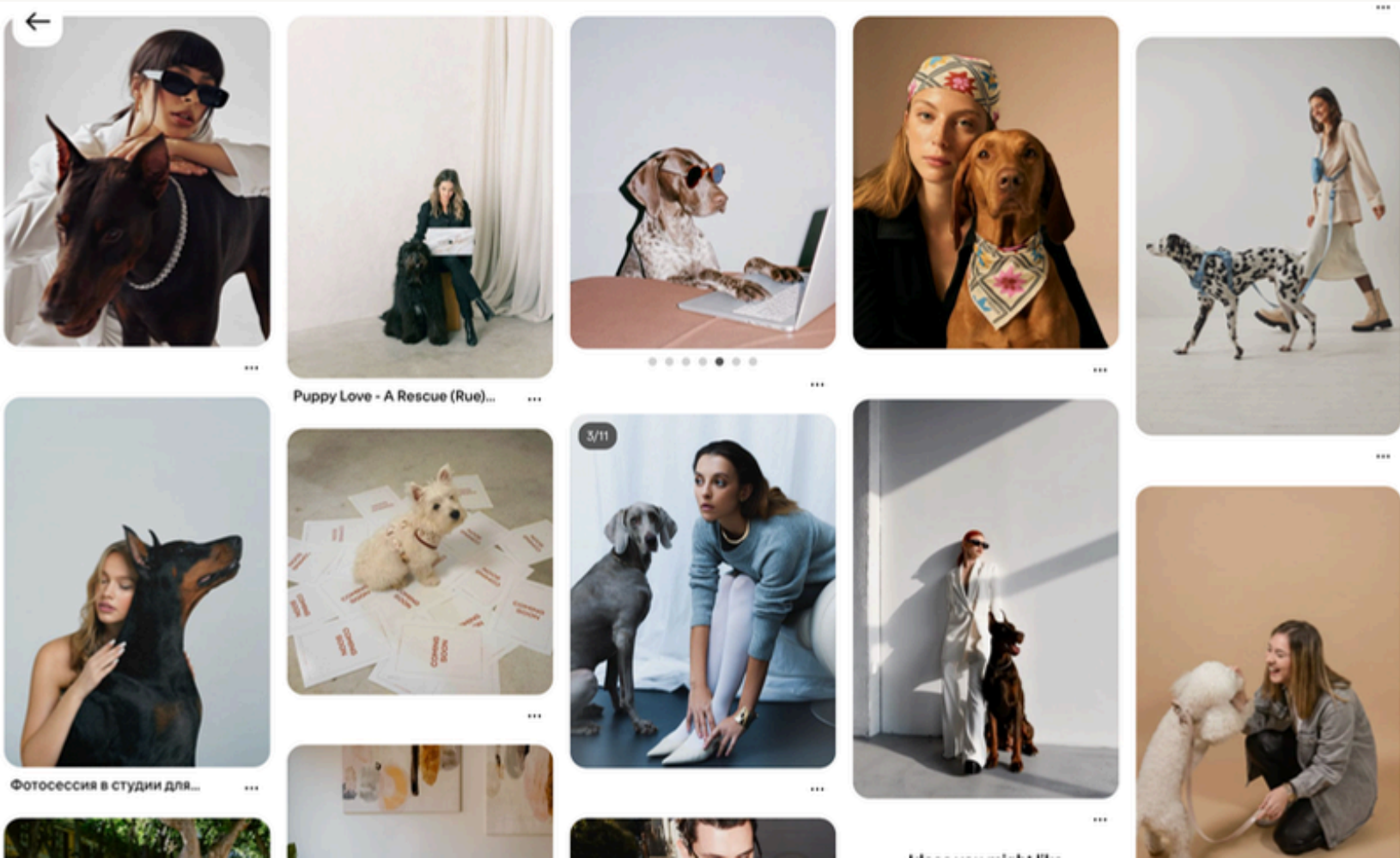
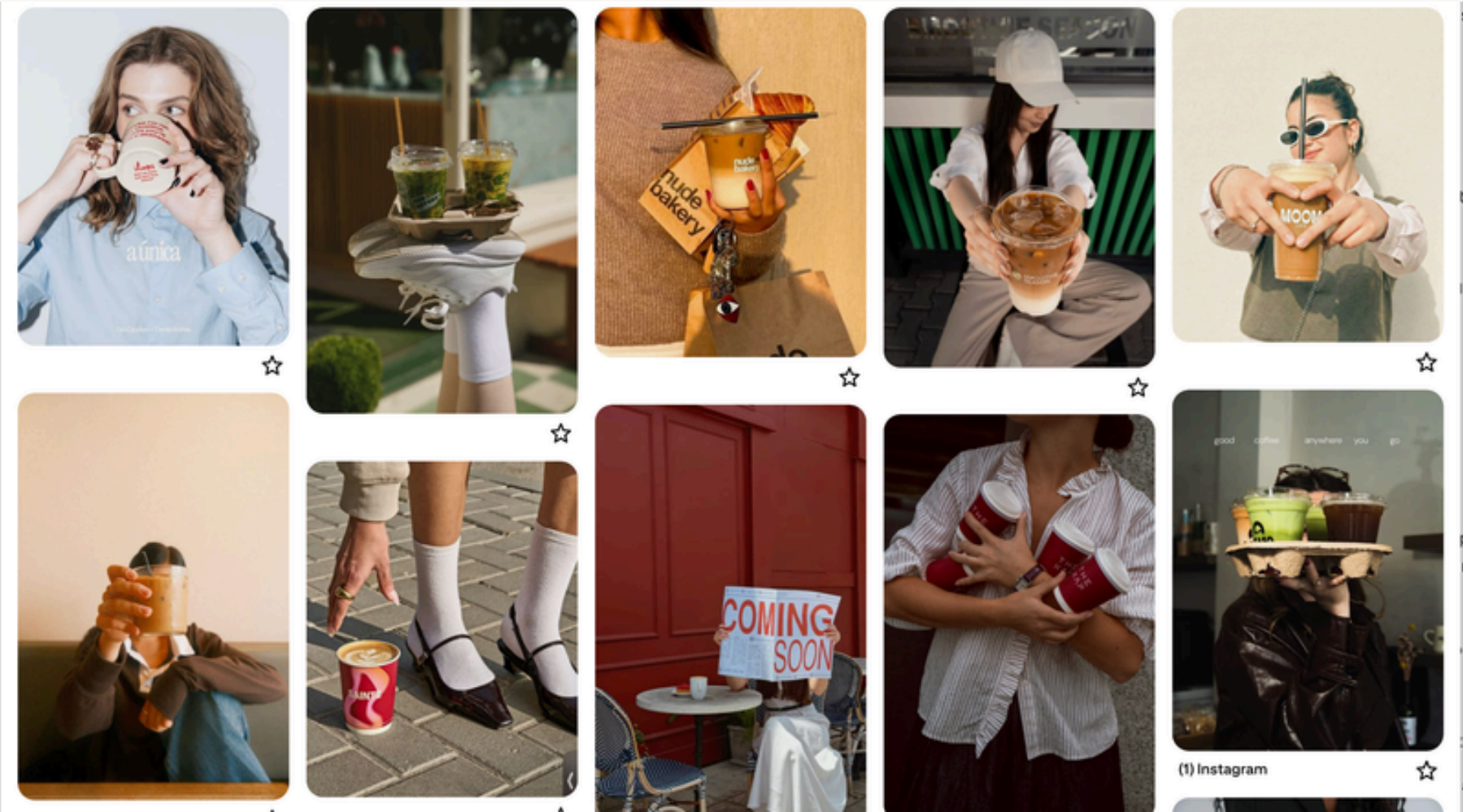
This is where personality comes in.

coffee lover brand shoot

"coffee obsession"

brand shoot with a dog

"dog mum"



GATHER INSPIRATION

& build your mood boards



YOU'RE GOING TO CREATE 3 DIFFERENT MOODBOARDS



Poses / Angles / Motion / Lighting



Location overview / areas / corners / details



Always think colour palettes when choosing outfits & locations!

I shared my Instagram feed with my photographer so she could edit the images to suit my colours.



Outfit planning



CREATE YOUR SHOT LIST

basically your to-do list



WHAT IS A SHOT LIST?

A shot list is a checklist of all the photos and videos you want to capture during your brand shoot.

It helps ensure you don't forget any important content and gives your photographer (or yourself) a clear plan for the day.



Website Content

- ❑ Homepage banner image (landscape)
- ❑ About page portrait
- ❑ Looking at camera (hero image)
- ❑ Working/action shot
- ❑ Lifestyle image in chosen location
- ❑ Service page image
- ❑ Candid image
- ❑ Detail shot of workspace, tools, or process
- ❑ Image with negative space for website text



Social Media Content

- ❑ Portrait image for Instagram posts
- ❑ Vertical image for Stories/Reels covers
- ❑ Candid lifestyle image
- ❑ Behind-the-scenes image
- ❑ Action shot showing your process
- ❑ Personality-driven image
- ❑ Close-up detail shot
- ❑ Image that reflects your brand values



Video Content

- ❑ Walking or movement clip
- ❑ Working/process clip
- ❑ Behind-the-scenes clip
- ❑ Detail clip of tools, products, or process
- ❑ Lifestyle clip
- ❑ Talking-to-camera clip (optional)
- ❑ Multiple short B-roll clips



Brand Storytelling Content

- ☐ Image showcasing your expertise
- ☐ Image showcasing your personality
- ☐ Image showcasing your process
- ☐ Image showcasing your environment
- ☐ Image showcasing your brand values
- ☐ Detail shots of brand-related items or tools



Orientation Check

- ☐ Landscape images for website banners
- ☐ Portrait images for social media
- ☐ Vertical video for Reels/TikTok
- ☐ Images with space for text overlays
- ☐ A mix of wide, medium, and close-up shots

LET'S NOT FORGET PROPS

this adds personality

EXAMPLE PROP LIST



Work & Process Props

- ☐ Laptop
- ☐ Phone
- ☐ Tablet/iPad
- ☐ Notebook or planner
- ☐ Pen/pencils
- ☐ External keyboard or mouse
- ☐ Camera (if relevant to your work)
- ☐ Headphones



Brand & Portfolio Props

- ☐ Printed portfolio pieces
- ☐ Brand guidelines
- ☐ Packaging designs
- ☐ Business cards
- ☐ Marketing materials
- ☐ Client work examples
- ☐ Moodboards or sketches
- ☐ Magazine or editorial-style print materials



Styling Props

- ☐ Books
- ☐ Newspapers
- ☐ Journals
- ☐ Sunglasses
- ☐ Tote bag
- ☐ Accessories that align with your brand aesthetic



Environment Props

- ☐ Desk accessories
- ☐ Flowers or greenery
- ☐ Decorative objects
- ☐ Technology and chargers
- ☐ Workspace essentials
- ☐ Branded stationery



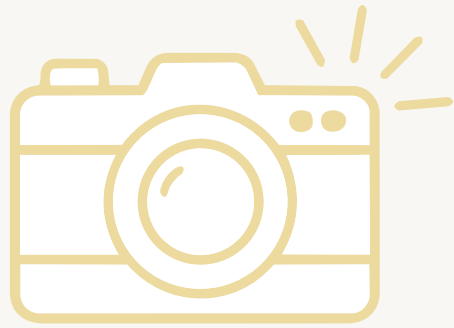
Personality Props

- ☐ Favourite drink (coffee, tea, matcha, etc.)
- ☐ Hobby-related item
- ☐ Travel-related item
- ☐ Wellness or fitness item
- ☐ Creative tools you regularly use
- ☐ Anything clients associate with your personal brand

Not every prop needs to be directly related to your work. Include a few items that reflect your personality and lifestyle, as these often make your images feel more authentic and memorable.

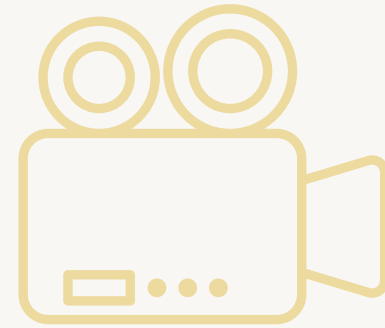
PRICING

lets try save some pennies



PHOTOGRAPHER?

Can you do an exchange in services?



VIDEOGRAPHER?

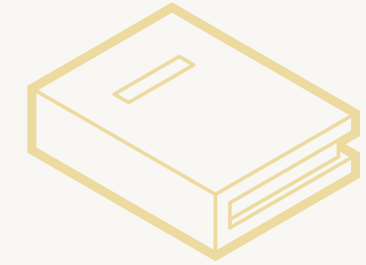
Bring a friend along for BTS content. Shooting on iPhone is perfectly fine.



LOCATION?

Can be expensive depending on if its a studio, a hotel, or free if its outside.

I booked a suite in a hotel which did cost over €1000.



PROPS?

What do you already have around you?

Don't forget to print things ahead of time.

REMEMBER TO PUT EVERYTHING THROUGH AS A BUSINESS EXPENSE WHEN IT COMES TO TAXES!

1ST SHOOT

In my apartment. My husband was my photographer.



2ND SHOOT

Hired a finca in Spain which cost €500. Everything else was free.



3RD SHOOT

Booked a suite in a hotel which cost just over €1200 for 1 night. Everything else was free.



YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these:

1. What is everyone else in your industry doing?

List 3 common themes, locations, or styles you see competitors using.

2. How do you want to be perceived?

Choose 3–5 words that describe how you want potential clients to see your brand.

3. What makes you uniquely you?

List 3 things that reflect your personality, interests, or personal brand.

4. Based on your answers above, what is your shoot theme?

Modern, editorial and premium with elements that showcase my love for travel and creativity.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: MY FULL BRANDING PROCESS