



THE FREE GUIDE

5 WAYS TO PREPARE

*for your personal
brand session*

Everything you need to walk into your shoot feeling confident, camera-ready and clear on the story your images will tell.

01

GET CLEAR ON YOUR GOALS

Before you think about outfits, think about where these images will live: your website, a launch, social media, a podcast cover or speaking pages. Knowing the destination shapes everything, from the orientation of each frame to how much space we leave for text.

TRY THIS List 5–10 must-have shots: a headshot, you at work, a detail of your hands or product, a candid laugh.

02

PLAN A WARDROBE THAT FEELS LIKE YOU

Choose 2–4 looks that reflect your brand's mood and colors, from polished to relaxed. Solid tones and rich textures photograph beautifully; tiny patterns, big logos and anything that needs constant adjusting do not. Steam everything the night before.

TRY THIS Lay out each outfit with shoes and accessories and snap a quick phone photo so you pack with confidence.

03

GATHER PROPS THAT TELL YOUR STORY

Props turn a lovely portrait into a brand image. Bring the tools of your trade: your laptop, products, notebook, camera, favorite mug, the books you love, anything a client would recognize as part of your world.

TRY THIS Pack props in one tote, and wipe screens and packaging so they look fresh on camera.

artistry, intention & style

04

BOOK HAIR, MAKEUP & GROOMING

Schedule cuts or color 1–2 weeks ahead, never the day before, so everything settles in naturally. Consider professional makeup, even if you usually go bare. Tidy your nails, drink plenty of water and get a full night's sleep.

05

COLLECT INSPIRATION, THEN LET GO

Save a handful of images you love to a Pinterest board and share it before your session. On the day, arrive a few minutes early, bring a playlist that lifts your mood and trust the process. The most magnetic images happen when you stop performing and simply show up as yourself.

THE NIGHT-BEFORE CHECKLIST

- ☐ Outfits steamed & packed
- ☐ Props cleaned & in one bag
- ☐ Shot list sent to Jenny
- ☐ Lint roller, water & snacks
- ☐ Early night, alarm set

READY TO TELL YOUR STORY?

let's create together

Images that capture the essence and individuality of you and your brand. Tell me about your project to get started.

INQUIRE ABOUT A SHOOT