

# Preparing for your **PORTRAIT SESSION**

*Are you a business owner,  
professional or entrepreneur?  
You exist online, so how do you  
present yourself there to your  
potential clients?*

Nowadays everyone of us is present on social media.

If you are running a business, whether you are selling a service or product, then most probably you have a website which is your online shop window.

What you show online is how your clients perceive you.

Therefore good photographs of yourself, your team and your partners play an important role as to how you present yourself online.

*You can increase your LinkedIn views by  
**14 times** through including a professional photo.*



**I photograph people  
so that they look:**

- **natural**
- **confident**
- **professional**
- **approachable**

*People often say that they don't like to be photographed  
or that they are not photogenic.*

*I can assure you that there are certain poses, lighting  
techniques and retouch styles  
which will bring out the best of you.*

# SO, HOW TO GET READY FOR YOUR SESSION?

*We have an initial consultation to establish why you need your photographs and what kind of portraits you require.*

During the session we take many different photographs which will suit to different purposes. Your portraits and headshots can be used on various social media platforms as profile photos or in posts. Be it on your website, a company website, online advertising, printed marketing materials, building your personal branding, press releases and so on.

*Don't forget we take photos for passports and driving licences too. You can have these taken and printed during the same visit.*

## CLOTHES

*The way you dress reflects your personality and your business. Make sure that your chosen clothes fit you well and that you feel comfortable in them.*

- Solid, toned colours are preferred (no neons)
- Textured fabrics are good as they bring out an interesting look
- Avoid turtlenecks
- Try to avoid strong patterns or pictures on your clothing
- Prior to your shoot try your clothes on to make sure that they fit well
- Iron your clothes
- Bring your clothes in a cover bag, especially when it's raining
- If you wear your glasses all the time please bring them. It's better if your glasses have anti-reflective coating
- Your jewellery should be very delicate
- Please avoid large necklace or earrings as they may distract from your face



*Your hands will be visible on some photographs. Make sure the skin and your nails look good.*

# YOUR HAIR IS VERY IMPORTANT

*Washed and tidy hair makes a positive difference when it comes to your portrait.*

Usually it's good to start with your hair down and at the end put your hair up in a ponytail or bun if your hair is long. Make sure your hair doesn't cover your face or your eyes.

## YOUR COMPLEXION

Your skin will look best if you have had a good night's sleep prior to your session. Your eyes will benefit from it too. Take care of your skin. It's best if it's not dry and flaky and also not oily and shiny too.

If you have any imperfections like acne or spots these can be removed in Photoshop afterwards.

**Women:** when putting your makeup on remember it's advisable not to do contouring. Use matt eye shadows and matt lipstick.

If you don't use colour lipstick it's good to bring a lip moisturiser which helps to keep your lips from drying.

**Men:** If you shave regularly, please do so before the shoot but avoid using aftershave which can irritate your skin. If after shaving you have a tendency to have some red marks, these can be retouched after the session.

*Please bring your own brush, comb, hair clips and hair care products like hair spray, gel etc.*



## EDITING IN PHOTOSHOP / RETOUCHING

Most probably you know that everything can be retouched in Photoshop. That is true, but there is nothing better than getting it right first and using Photoshop only for those things which simply couldn't have been achieved in the session.

***So all spots, blemishes, dark circles under eyes or cold sore can usually be fixed in Photoshop.***

The level of retouch is always discussed before the photo session. Some people request their photographs to be retouched fully, and others don't want their retouch at all.

It's a personal choice.

*After all what we want to capture is a true likeness of yourself looking great. This can be achieved by lighting, adequate poses and all the preparation prior to the session.*

# THE BOUTIQUE STUDIO IN POOLE

A unique boutique studio in Parkstone, Poole with an artistic interior design. With its collection of vintage cameras, and upcycled furniture, the studio is warm and inviting for any type of session.



There is enough space in the studio to get changed, touch up your makeup and your hair. During the photo session I will guide you on how to pose, how to sit, where to look and how to position your hands.

You don't need to know anything about posing as I will take care of that for you. We can pause for a drink and biscuits whenever you need to!



To discuss your session contact me on:  
E: [hello@silesiaphoto.com](mailto:hello@silesiaphoto.com)  
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[www.silesiaphoto.com](http://www.silesiaphoto.com)

Straight after your session I will show you all the photographs and you will be able to choose your favourites to be edited and retouched. The final photographs will be sent to you via email within a few days.  
**It is an easy and straightforward process.**

You will then be ready to update your social media, website and other marketing materials.  
**Your photos are yours to use as you wish.**

I hope you find this guide interesting and useful. If you have any questions feel free to contact me. I usually reply back within a few hours.

*Kasia*