



Dreams  
Animation™

# MULTIPLY YOUR SUCCESS PHOTO GUIDE

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The right photos will create a higher impact in your audience. We created this photo guide to provide you more clarity and ideas on how to take your photos. In the next pages you will find exactly what we need from you.

# FOR COMPANIES/AGENCIES:



**Your office space**



**Your Team**

(Individual shots and some of them working/in action)



**Your clients and/or you working with your clients**



**Products**



**Photos that represent what you do**



**Your portfolio**

# FOR PERSONAL BRANDING:

## HEADSHOT



Staring straight ahead into the camera is not typically a flattering look. Instead, angle your head ever so slightly to the right or left.

## PROFILE

Whether you use a phone or a traditional camera, your pose should be natural for you.



## 3/4'S

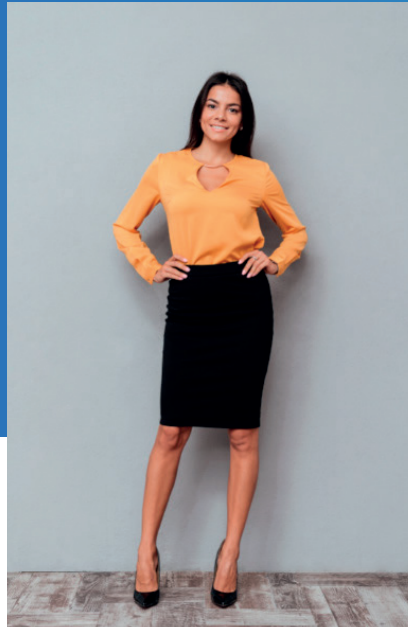


For the most slimming position, angle your body slightly to one side, one foot in front of the other, shoulders back, pelvis thrust out, and stomach sucked in.

## FULL BODY (3 POSES)



**Guys:** Stand straight either facing the camera or slightly turned with hands on hips.



**Girls:** Place a hand on your hip and bend one knee. This gives your body a flattering S-curve.

## THE RIGHT LIGHTING IS KEY!



Try to get close to a window or another source of natural lighting. Try to get light on you, not behind you!

## WAIST UP (3 POSES)



Don't position your head and shoulders the same way. Instead, turn your shoulders away from the camera slightly while turning your head toward it. This helps avoid a double chin and is slimming.

## ABOVE THE KNEE (3 POSES)



Make an impression by showing your distinctive personality. Do not stare aimlessly when posing. Create intensity for the camera through your eyes.

## HORIZONTAL SHOTS

Get a good number of horizontal shots (wide) for use in the header, with good backgrounds.



## BACKGROUND SHOTS



# PHOTOSHOOT RECOMMENDATIONS



## Pointing in each direction:

Facing up, down, left, right and facing each corner. Also, strike a pose looking in each direction.

## Wearing a variety of facial expressions

Although standard smiling headshots are great, some variation is useful. So get your pics taken with other expressions such as: a serious look, the “I mean business” look, the “no bullshit” look, a friendly or inviting look, an intense look, as well as a pensive look.



## Holding a MacBook, an iPad and iPhone in various positions

These may come in handy when we need to depict you in sales page.



# PHOTOSHOOT RECOMMENDATIONS

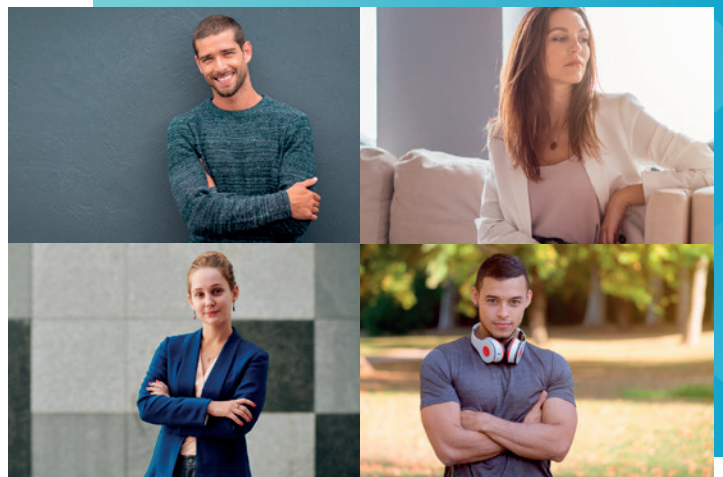
## In different settings or environments

In addition to ones in a white background, please also provide us with pictures of you in a variety of environments: in nature, in an athletic setting, in a social setting, and in your work environment (whatever that is for you). Include a 'head down and working' shot. If applicable, have pictures of you taken with your clients, your staff or your family (you can have friends pretend to be your clients).



## Wearing a variety of outfits

Whether elegant, sporty, professional, laid-back, casual, formal, or relaxed... let us see you in various moods and styles!

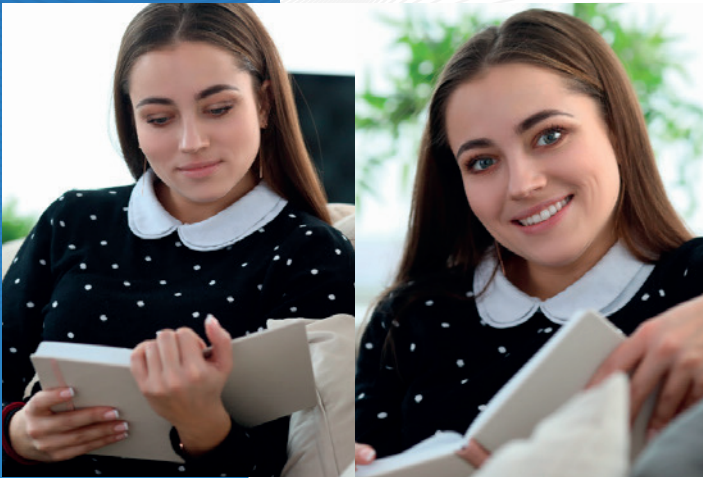


**Give enough room around your body so that limbs don't get cut off**





# PHOTOSHOOT RECOMMENDATIONS



**Showing emotions of your “Story Brand” or photos that relate**



**Get into the mindset of your clients and show that through your pose/ facial expressions. Embody it.**

(From the struggles they are in now, to the victorious state they’ll feel when they accomplish their goal)



**Try to match the content of what you will feature on your site**

speaking, podcast, writing, expression, etc)

# PHOTOSHOOT RECOMMENDATIONS



**Show your essence and expression through your photos**

(your traits - i.e. silly; your creative expression; your vibes in the background or in your clothes, etc)



**Items that represent your style/ vibes/essence - could be items around your home or that relate to your business**



**Photos of client in everyday situations that relate to their craft. Candid shots of them doing what they do best.**

Can contain other people in them as well.



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