



Your Mini Personal Branding Session Guide

I am so excited about this mini-session offer, designed to help people like you showcase your brand with beautiful, affordable photos. Whether you're working with a smaller budget or simply need a quick portrait top-up, these sessions are the perfect solution.

It's the most affordable way to work with me and get the stunning photos you need to elevate your brand. If the idea of a longer photoshoot makes you nervous, these 25-minute sessions are the perfect way to ease yourself in front of the camera. With years of experience photographing hundreds of people including small businesses and brands, you can trust that you're in good hands.



EMILY GRAHAM

PHOTOGRAPHY

Capturing the spirit of what you do best...



By booking a personal branding session, you have made the first big step towards elevating your business! But this next bit can feel daunting. It is completely normal to feel a bit nervous about your photoshoot. This guide will give you some tips and help you prepare as best as you can for the session.

When you feel confident and happy, you will look it in your photos!

These mini sessions are a great and affordable way to get started with professional personal branding imagery. They take place outdoors around Liverpool Street and here is what is included:

- A FREE guide detailing how to prepare and get the best from your session
- A 25 minute photo shoot
- A choice of around 30 edited images
- 2 FREE high-resolution images for download
- After the session, you'll be sent your online gallery to view and choose your 2 images included in your fee. You then have the option to upgrade by purchasing additional digital images which start at £20 each



Hello!

I'm Emily and I'm a London-based personal branding photographer who specialises in authentic, soulful images of people.

Life is short. Which is why it's so important to do the things that bring you joy or change something if it isn't making you happy. I've worked in corporate media, retrained as a children's nurse, been a Hypnobirthing teacher and started my own photography business, one of the most important things I've learned is that it's never too late to start again and learn something new.

Family comes first - your business can be built around your life and kids, and that's one of the best things about working for yourself, that you get to do things your way. Self-promotion isn't any different. If you love everything about what you do apart from having your picture taken I'm here to help make the experience as comfortable and happy as can be - because visibility doesn't need be something you shy away from, when you do it your way, it gets to be fun.

I know from experience in all my different roles how important it is for people to feel listened to and understood in order for them to feel at ease. That's why I love getting to know people and finding out how they like to express themselves. So that when we meet up, it feels like we are just two friends messing around with a camera! When you feel confident and happy, you will look it in your photos.



PHOTOGRAPHY

Preparing you for a fun session!

Hair and makeup: This really is such a personal thing. Some people love to have their makeup done professionally before the session as it gives them confidence. Others love to do their makeup themselves. I suggest wearing the same amount of makeup that you would wear on a night out. The most important thing is that *you* look like you. This isn't the time to try a completely new style. If you want recommendations for local makeup artists, just let me know.

What to wear: This is covered in more detail on the next page.

Props: Think about the things you use in your day-to-day working life. Maybe you are a yoga teacher and want some images of you holding your mat or drinking bottle. Or if you often chat to clients over the phone and take notes consider a notebook and pen.

Day of the session: Turn up, have fun and take some awesome shots!

Editing: After our session, I go through and select the best images and individually, crop and colour grade them. Unless specified otherwise, I will apply a subtle smoothing brush to the skin and remove temporary blemishes such as pimples but keep permanent fixtures such as moles. This is something we can discuss in more detail over the phone.

Your photos: Around 10 days after the session you will receive a link to a gallery where all your final images can be viewed and you can start selecting your favourites to purchase and instantly download!



What to wear...



“A picture speaks a thousand words” which is why among other things, choosing what to wear for your personal branding photoshoot is so important. You need to think about choosing the clothes that make you feel and look your best while keeping in mind what they say about you. There’s a lot to think about and it can all feel a bit overwhelming which is why I’ve put together a few things to consider when deciding what to wear.



Dress like the best version of you

The clothes you choose need to show off the real you, but the very best version of you even if your style is very casual. If you are a fitness instructor for instance and normally wear trainers it’s important to make sure that you are wearing your *best* trainers! Make sure that everything you are wearing is clean and ironed and looks as new as possible.

Glasses

If your glasses have thick or coloured lenses they may make it difficult to see your eyes properly. However, if you normally wear them, and keeping them on is something you would prefer then that’s fine -We can shoot some shots with and some without.



Colour and print

As a photographer I know just how important colour is in a photo. With individual portraits you can be as bold as you like. Colours are probably the most important thing for you to get right as the right colours can completely transform your look. For example although black clothes can look smart and often be slimming, they don't necessarily say warm and approachable. You might also want to consider your brand palette and whether it's important to include in your photos.

Mini Session Tip

Due to the fast turnaround of mini-sessions, I recommend choosing one main outfit and bringing an extra top or jacket that you can layer over the top. This way we can add variety to your shots quickly.

Accessories

If hats, glasses or big earrings are part of your style and personality- wear them in your photos! Keep in mind that the people who view you on your website won't have met you in person, so you need your personality to come across in these pictures. Accessories are great but think about avoiding them if they aren't a part of your everyday look.



Experiment beforehand

When you are experimenting with your outfits try and create some variety instead of wearing a few different variations of the same things. If you are stuck with where to start break the outfits into 3 categories - casual, smart casual and dressed up.



Aim for seasonal flexibility

Depending on the time of year, you might choose to wear warmer clothes like jeans and a jacket or if it's warmer, dresses and shorts. But if you want to use these photos on your website and across social media throughout the year it's best that they don't look too specific to a particular season. Layering can be a good way to get around this.

Plan ahead

Have your outfit/outfits clean, ironed and ready. Get your hair and makeup ready before you leave the house. It's a good idea to bring a mirror and your makeup on the day so that you can touch them up before a photo. Being prepared will make all the difference to your confidence and reduce stress on the day.



FAQ

What happens if I'm running late?

Please let me know if you are running late. I will always try to accommodate but I want to give your session the time it deserves so sometimes I will suggest rescheduling (please see [T&Cs](#) if you have a mini session booked)

How long do you keep my photos for?

Your gallery will be available for 4 weeks. Unfortunately, I'm not able to store every client's gallery indefinitely. Please make sure you download images in time. If you are unable to download your images before the expiry date please get in touch.

How many photos will I get from a shoot?

Around 10 days after the session you will receive a link to a gallery where all your final images (around 30) can be viewed and you can select your two favourites to download for FREE and purchase more if you wish to. Image downloads start at £20 and I also offer a variety of money-saving [download packages](#).

Do you include hair and makeup?

If you feel like it's something you would like, I can give you contact details for hair and makeup artists prior to our session.

Do you do additional retouching?

Images are delivered as the final edited product. Changes to edits/retouching can be requested at an additional fee.

Can I post my photos on social media?

Please feel free to share your images on social media. It always makes me happy to see photos I've taken shared on social media. Occasionally I share images from past sessions for the purpose of letting potential new clients see my work. You can read more about this in my [T&Cs](#).

I love my photos can I leave you a glowing review?!

My small business thrives on reviews left by kind people like you and this can be done on my Google Business page.

Your session tick list!

TICK LIST

Makeup



Outfits & Shoes



Accessories



Water and snacks



Props



Parking



Travel arrangements



Photographers contact
number





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PHOTOGRAPHY

LOOKING FORWARD TO WORKING WITH YOU SOON!

Please feel free to get in touch with any questions on 07872972184 or email me at info@emilygrahamphotography.co.uk

Follow me on Instagram or Facebook to find out about giveaways and discounts or sign up to my mailing list via my website contact page to receive free photography resources and hear about these fantastic offers first!

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