

# PHOTOSHOOT PLANNING

The purpose of your photoshoot is to build trust and come across as likable. Plan ahead with these tips + tricks to get the most out of your upcoming photoshoot!

## OUTFIT PLANNING

- Bring a few different outfits (uniform, dressy, casual, etc.)
- Choose a color scheme and coordinate your clothing. Pick 1-2 main colors, then add neutrals (like black, white, or denim).
- Balance out your colors. For example, if you choose lavender, don't all wear lavender shirts. Wear variations of the same color and include accessories like jewelry, scarves, and ties.
- For your uniforms, wear coordinating scrubs that match your branding colors and the feel of your office.
- Not sure what color palette to go with? Check out Design-Seeds.com for fresh ideas that are based on photos.

## LOOK YOUR BEST

- Primp before the shoot. Do your nails, get a hair cut, and get a good night's sleep. This will not only make you look put together and feel great, but will boost your confidence every time you look back at your photos.
- Accentuate your best features and learn how to hide your least favorite areas; remember that dark colors are slimming, so think darker jeans and tops.

## BE YOURSELF

- Don't be too match-y or posy.
- Keep it light! **HAVE FUN** and let it show in the photos!

## LOCATION

- Be sure to shoot in your office, but avoid showing any sharp or scary looking dental tools.
- Consider shooting at other locations (like parks, bistros, and landmarks). These images will enhance the design of your new website and showcase your local community.
- Consider your locations beforehand and plan your shots so you can make the most of your time with the photographer.
- For individual and team portraits, you don't have to settle for a blank wall. Get outside! You can use bricks, greenery, a cool wood wall, etc.

## PROP IDEAS

- Show your personality! Include props to showcase your fun, approachable team.
- Props could include giant toothbrushes, sunglasses, fake mustaches, photo booth props, balloons, and signs.
- Use the same props in a few different shots so there is continuity and more photographs to choose from.

See REAL client photography examples on your **Welcome Roadmap Page**:

[tinyurl.com/welcome-roadmap](https://tinyurl.com/welcome-roadmap)