

Top Weddings **MISSOURI**

ONLINE WEDDING RESOURCE FOR LOCAL COUPLES



Your Guide To Your
Branding Photography
and Videography Session



Welcome!!
So Glad You're Here!!

Seriously so excited that you've chose to be a part of this amazing resource for couples.

We are thrilled that we get to celebrate you as a client. We are excited to see what the

future holds and we want to use Top Weddings Misouri to help you succeed.

*We're going to have
so much fun!*

Don't know what to say? to wear? What to bring?

That's why I created this helpful guide. This is will help us create a session that reflects your business, communicates your message and lets you SHINE!

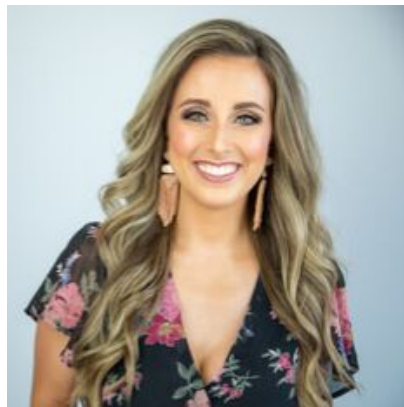
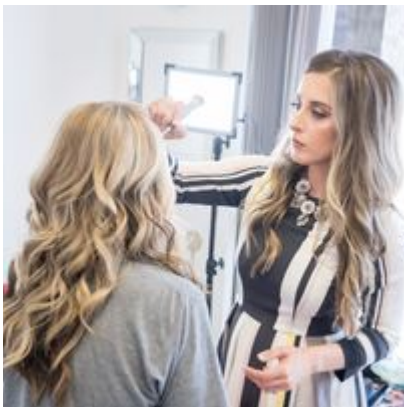
Remember, there's one thing in your business that sets you apart from the rest... and that's YOU, my friend. So let's work together to create amazing imagery and personal videos to show a personal and the professional side of you!

What is Branding Photography?

Personal Branding Photography provides imagery for entrepreneurs to uplevel their brand, tell their story and connect with their audience on a personal level to grow their business. These photos will showcase your unique personality and can be used in a variety of ways throughout our website, social media and marketing for you! It's all about capturing who you are, what you provide and what makes your brand unique.

What will we be capturing??

Headshots, you working, creative process, tools of your trade and MUCH more!



Branding Feel & Colors

What type of feel do you want your photos to have?

☐ Fun/Playful

☐ Relaxed/Casual

☐ Professional

☐ Earthy

☐ Classy

☐ Calming

☐ Inviting

☐ Other

While planning your shoot, keep your brand colors in mind! Adding pops of your brand color into your outfit, props and other elements can bring your photos to life and help with brand recognition.

What are your brand colors?



Outfits!

What you wear in your photos is a reflection of your brand and overall business, so dress accordingly! Your attire should complement your overall vibe and give a powerful first impression.

Tips for choosing your outfits

- ☐ Choose 2-3 outfits for the shoot. A great place to start is to choose one that represents a professional look (work) and one that represents a lifestyle look (casual).
- ☐ Choose on-brand colors and clothes that represent your personality and best self!
- ☐ Avoid wearing overwhelming or distracting patterns. Having simple options with accessories are always a safe bet.
- ☐ Feel free to layer (throw on a sweater or cardigan), be bold with accessories (necklaces, shoes, etc.) and make your outfits your own.
- ☐ Avoid wearing horizontal stripes, as they can distort when the photo is minimized and create a look of extra width in your figure.
- ☐ If you wear glasses, choose non-reflective lenses or coating to avoid glare.
- ☐ Try on all your outfits in a mirror (move and walk in them) and make sure that you look and feel comfortable in what you're wearing.

Brainstorm

What signature pieces do you have in your closet that you can wear? You don't need to go on a shopping spree but if you've been wanting to buy a new outfit, feel free to use this as the opportunity!

PROPS - IMPORTANT

Props are one of the best ways to show off your personality! They can be as simple as the tools of your trade (laptop, camera, phone, decorating a cake, creating food) or fun personal items that you love having in your life! Adding these elements into your photos can give your audience an idea of what it's like to work with you. Review your brand story when brainstorming props so that you can be sure the items can assist in communicating your message.

Prop Ideas

Laptop/Computer	Where you get your Inspiration
Phone	Magazines
Camera	Artwork
Office Supplies	Welcome gifts
Notebooks	Flowers
Planner	Wine/Champagne
Books	Candles
Coffee mugs	Candy
Anything you use to work (see below)	Seasonal Items

Bring 1-3 of anything that you create. Example: If you're a cake artist bring a cake and finish decorating it with icing and other elements for the cake. Catering - bring food you can prepare and plate. Makeup Artist - bring makeup, brushes, and anything else you use.

Hair & Makeup

It's completely up to you how 'natural' or 'glam' you'd like to come across in your branding photos but either way, I highly recommend getting your hair and makeup professionally done. You've done all the work to plan a professional branding shoot, so top it off with a polished look! No need for a formal updo (unless that's your style)! You'll want these photos to represent the best version of your everyday self.



Jillian is offering hair & makeup for \$150 and includes....

Our photo shoot package includes:

- One hairstyle of your choice
- Your choice of airbrush or traditional makeup
- Complimentary false lashes
- + a touch up kit with lip color

Investment: \$150.00



Shot List Ideas

☐ *Headshots*

A quality photo of you smiling at the camera! For variety, take some of just your gorgeous face, half body and full body!

☐ *Lifestyle*

Show off that personality, boo! Laughing and smiling, sitting on a couch, standing, walking, leaning, sipping coffee, reading, etc. Whatever makes you feel most comfortable!

☐ *Inspiration*

Grab photos of what inspires you (a location, resource, books, magazines, a person, etc.)

☐ *Workspace*

Your audience wants to see WHERE the action happens! Your desk, your bed, your couch, a full office space... anything goes!

☐ *Creative Process*

HOW do you get your work done? This can be a photo of you on your computer, writing ideas on a whiteboard, organizing materials, etc.

☐ *Tools of your trade*

What are your go-to supplies? Camera, art supplies, a planner, writing/drawing utensils, makeup brushes, etc.

☐ *Props*

Show off some fun props! Welcome guides, gift boxes, mugs with funny quotes!

☐ *Products*

Show em' what you sell! Albums, prints, florals, artwork. If you offer a service, get photos of happy clients!

☐ *Uniqueness*

What makes you different and interesting? Do you love to hula hoop? Collect graphic tees? Have a hidden talent?

☐ *Seasonal*

Snap seasonal photos at the start of the season to help fill in the blanks! (Beach items for summer, ornaments for Christmas, etc.)

Your list of items to bring....

Outfits

Jewelry & Accessories

Props

[illegible]

Questions For Video - Lets talk about you!!

WEDDING PROFESSIONAL QUESTIONS

Who you are (Beyond your job title, who are you at the core of your heart?)

What do you do (Beyond your actual service, what is the experience you provide?)

How long have you been in business?

How long have you been in the wedding industry?

How did you start your business or start working for the business?

About how many couples have you helped? Guesstimate is fine

What's the best way to contact you?

How early do brides need to book your services? Normally? In Wedding season?

What is your busiest time of the year?

Tell me something important about your pricing?

What does a workday look like?

Days closed/off?

What is your "why"?

Why you do it? What is your mission, why do you wake up and work?

Why do you love helping couples on their wedding day?

Who do you do it for (Who is your ideal client?)

When you deliver your product what do you hope from the client?

What is the "worse" part of your business?

What is the best part about your business?

How do you help your couples/clients?

What is the top 3 things couples need to know about (your

Why are you a great choice for (category)?

What is the best part of the wedding?

How do you feel that couples can be prepared to meet with you?

What is the biggest question couples ask you?

What advice can you give couples?

How do you feel you help couples on the wedding day?

Other questions that are specific to your category? Your expertise? Feel free to have us talk about them.



I'm so honored you chose to join Top Wedding Missouri.
We can't wait to create amazing imagery
and videosto elevate your brand!

Feel free to email me at WedPro@TopWeddingsMO.com
if you have any questions!

- Deb & Shelby