



10 Photography Tips

For a Perfect Professional LinkedIn Profile Photo



TO MAKE A GREAT FIRST IMPRESSION



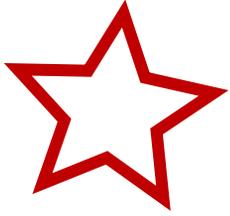
FOREWORD

Congratulations on investing in your Personal Brand and making the first step to revealing your authentic self online and attracting more opportunities!

Your Photo is your most authentic and unique asset you have to set yourself apart from anyone else online. Your face is your logo and your identity. It is one of the most powerful keys to building your personal brand.

This e-book is designed to give you TOP 10 TIPS for your photography shoot and to help you look like a star online!

Sit back, enjoy and get ready for your next best shots!



#1 - WHAT TO WEAR

The first question in everyone's mind is always what to wear?

Imagine you are heading to an important meeting with a client, potential business partner, or new employer. How would you dress to impress?

Dress according to your clients, your personal style and your industry - It is better to wear clothes you already have, not new clothes you haven't worn before – that 'success outfit' you wear when you really want to win is perfect!

This also allows you to have a consistent style when meeting your connections in person.

It is advised that you bring at least two different changes of clothes for a one hour shoot. A formal outfit similar to how you would approach a business meeting, and casual attire similar appropriate for Friday drinks.

If you wear a suit then bring different ties and shirts, and but reuse the same suit. Also bring a more relaxed look, such as casual shirt and jeans, or a t-shirt and jacket, depending on your specific style.

#2 - CLOTHING STYLE



While your own particular style is important, you would want to make sure that your clothing elements do not draw too much attention away from your face.

Avoid strong styles like stripes and polka dots, and go easy on the make-up and hair styling



#3 - COLOUR RULES

Colour match is important.

As a general guide, wear a dark outer jacket along with a lightly coloured inner shirt or blouse. You especially want to avoid faux pas such as matching a navy blue jacket with a green tie.

Avoid clothes that are too bright or overpowering as these will distract from your face. That being said, you will need some colour otherwise you will fade into the white or black background of your shoot.

#4 - FACIAL EXPRESSION



Visualise the work that you are passionate about or love the most when facing the camera.

Is it presenting, doing strategy, entertaining clients, solving problems? Whatever it is, think of doing that while you are getting the photos done and it will be reflected in your expression in subtle but meaningful ways.

There is nothing as attractive as inspiration! Be inspired in your shoot and it will come across in your photos.

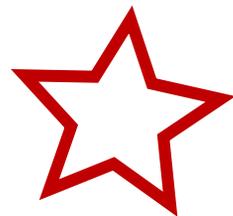


#5 - TO SMILE OR NOT

Most photographers will ask you to force a smile. However, we recommend that you focus on an internal feeling rather than an external expression.

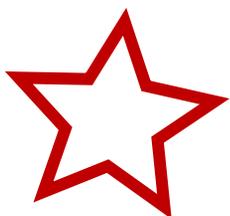
Whether you smile or not, and whether it's a big grin or a slight smirk, that's all up to your natural inclination.

#6 - PHYSICAL POSITION



Should you sit or stand?

Most of the time, we recommend that you stand for a photo shoot. This allows your body to appear slimmer and more naturally framed. It also gives more flexibility for cropping from a full body to a head shot.



#7 - HOW TO POSE

Unlike a typical posture where you stand up straight, we advise you to angle your body to the side and lean your chest slightly forward.

While you might feel like you're almost trying to giving the camera lens a head butt, it's much more lively than standing square on to the camera.

You might even like to experiment with other poses, but remember - a photo taken too square on can look a bit like a mug shot!

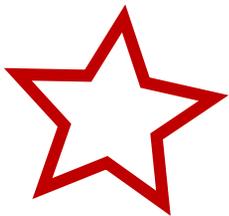
#8 - BACKGROUND



Background and location plays an important part in your photo.

For indoor shots, we definitely advise a white or dark background, but it's also a good idea to explore other backgrounds to match your brand.

If you're a business person, a backdrop of the city looks great; or some green outdoors looks good if you work close to nature.



#9 - PHOTO CROPPING

Not all Personal Brands lend themselves to just a headshot, especially if you're in fashion or the arts.

Explore using fuller body shots instead of just your head and shoulders. You might be surprised with the results!

#10 - PICK YOUR BEST



You've had your photo shoot, so now it's time to pick the best shot.

Not only is this the fun part, but it's also one of the most important.

To make it simple, go for the pictures where your eyes shine. Find one that's attention drawing, is welcoming and connects with your audience.



#11 - BONUS TIP!

If you're struggling to find a great photographer or would like some help to really nail your shoot, let Social Star lend a hand.

We can find a photographer and also arrange for one of our professional Personal Brand Consultants to attend the shoot, advise you on all our 10 tips for the best photo and the most authentic brand in you.

ABOUT SOCIAL STAR



Social Star is a digital marketing agency based in Melbourne Australia, specialising in Personal Branding.

We help people driven businesses, professionals, business owners and individuals to shine online, and attract opportunities through creating powerful and authentic personal brands using our three step process:

Understand – Build – Leverage

Helping our clients build up their digital assets, give them the tools to express their 'why' and tell their stories authentically, to attract more opportunities, leads and partnerships.

We hope these tips helped

If you have any questions about photography or Personal Branding, drop us a line at

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We'd Love to Brand You!