

YOUR PRE-SHOOT CHECKLIST

Hey there, Gorgeous!

I'm Heidi Hapanowicz and I've created this guide to help you get organized so you'll have a clear road map of the steps you'll need to plan and prepare for your photoshoot.

After working with hundreds of entrepreneurs one thing I've realized is that the key to helping you push past your fears is to have a clear plan so you know exactly what to expect in the pre-shoot process.

With the right plan, you'll get more than just gorgeous photos.

You'll get an inner and outer transformation that renews your confidence, in yourself and your business, so you'll feel unstoppable whenever you see your photographs splashed on your website.

If you enjoyed this checklist and would like to dive deeper into how to create the perfect branded photoshoot for your business, check out my course "**Personal Branding for Entrepreneurs**" on my website.

I also offer one-on-one coaching calls where I can help you work through any blocks that you're having - whether it's getting clear on your brand, choosing a location or picking the perfect wardrobe. You can go into your shoot feeling confident you are prepared.

I love connecting with other entrepreneurs so reach out to me **via my site** or catch up with me in my **Facebook group** where we discuss all things related to growing your business and your brand. Of course, you can always email me at heidi@heidihapanowicz.com

Talk soon!

Love,

Heidi



PHOTOSHOOT CHECKLIST

The following is a general time line for preparing for your photoshoot. Remember, every shoot is unique, if you plan on traveling out of town for your shoot or need to book an in-demand stylist you may need some additional time. Your best bet is to check with your photographer and find out what he/she suggests.

TWO MONTHS BEFORE:

- Choose your photographer
- Book makeup artist and hairstylist - make sure they come to YOU!
- Start looking at locations for your shoot.
- Get clear on your brand words and the direction you want to take for your shoot.
- Create Pinterest Boards & brainstorm ideas/looks for your shoot.

ONE MONTH BEFORE:

- Start putting together your wardrobe.
- Check out sites like Rent the Runway or ask friends to borrow items.
- Research props. Will you rent them? Can you borrow from friends?
- Start preparing a "Shot List" for your photographer - this will be a list of all of the "must have shots" for your photoshoot.

TWO WEEKS BEFORE:

- Try on all of your outfits with undergarments and take a photo of yourself with your cell phone. Does everything fit properly? Are there any straps poking out? Do you need to have anything adjusted?
- Book appointment at salon and have your hair trimmed, your roots touched up (if you color your hair) and throw in a nice deep conditioning treatment for some extra shine!
- Have your eyebrows professionally cleaned up.
- Decide if you want to try clip in hair extensions to add some extra volume.
- Guys make sure your suits are properly tailored! No loose clothing
- Moisturize like crazy.

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ONE WEEK BEFORE A SHOOT:

- Watch your diet: Stay away from alcohol, sugar and salt.
- Drink LOTS of water each day.
- Do something physical each day. Go to gym, take a yoga or even a long walk each night. Movement makes you feel better!
- Create a playlist of your favorite music to listen to during your shoot.
- Iron or steam all of your outfits and put them on hangers.
- Organize accessories and undergarments for each outfit.

TWO DAYS BEFORE:

- If you plan on getting a spray tan this is the time to do it. If you do decide to tan be sure it's an airbrush tan. Do NOT use oils or take hot showers after tanning.
- Get a manicure and pedicure - stick with classic neutral colors.
- Keep drinking that water!
- Guys consider getting an old fashioned straight razor shave with hot towels and the works!
- Men when you go in for your haircut, ask them for some extra "grooming" Trim any nose or ear hairs - and be sure the back of your neck is smooth and clean.

THE DAY BEFORE YOUR SHOOT:

- Hang all of your outfits in your car so you're not rushing in the morning.
- Do you have your accessories packed?
- Are all of the matching undergarments, etc., packed? Spanx, strapless bras?
- Pack your photoshoot prep kit.
- Tell your friends and family you'll be busy and will be shutting your phone off tomorrow for your shoot!
- Get a good night's sleep! I like sleepy time herbal tea with a bit of raw honey. Listen to a guided meditations to help quiet your mind. Meditation Oasis podcast is one of my favorites!

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THE BIG DAY!

- Wear something loose and comfortable that will fit over your hair and makeup when it's time to change. A button down shirt or simple maxi dress with flip-flops is perfect.
- Give yourself lots of time so you don't feel rushed!
- Arrive freshly showered with clean dry hair and no makeup.
- Shut your phone off and forget about the outside world...it's your time!
- Give up control! Your photographer and makeup artists are professionals and they've done this before!
- Relax and have fun!

PHOTOSHOOT KIT IDEAS:

- Double sided tape
- Big clips to hold in loose clothing
- Safety pins for shirts that come apart or buttons that fall off
- Tiny scissors to remove tags
- Mini-steamer
- Blotting cloths for a shiny nose
- Lipstick for touch-ups
- Nude camisole for quick shirt changes in public
- Things that are easy to slip on and off!
- Music list on your phone so you can listen wherever you are.
- Snacks & Water
- Individual lashes and glue
- A big blanket or towel you can use to keep things from getting dirty in public places.
- Mirror
- Mints or gum

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REMINDERS:

- Your photographer is the professional and should guide you through everything you need to know. It's not your job to know how to "pose or model"
- It's completely normal to be nervous! It will get easier as the shoot progresses.
- Don't worry if you're carrying around a few extra pounds. Your shoot is about connecting with your future client and allowing them to get to know you. They don't care if you're 20 pounds heavier or have added a few wrinkles over the years!
- If you're shooting on location you may have to make quick clothing changes in your car or a public restroom. Make it easy on yourself and have a big loose slip on maxi dress with no sleeves to throw on and you can change your outfit right under your dress.
- Nude camisoles are great for quick changes of shirts in public places.
- Be honest about what you want for hair and makeup. If you don't like the way your hair is turning out just let them know you prefer more curls, less or more volume. They will NOT be offended! That said, also be open to new ideas and know that your makeup will probably feel much darker than you are used to at first.
- If it's in your budget, splurge to have your makeup artist stay all day to help with touch-ups and hairstyle changes.
- Try to relax and have fun! You are not being judged!

PHOTOSHOOT CHECKLIST

What are your brand words? Keep these in mind for every shot.

What are the "must have" shots for the day?

Horizontal shots:

Vertical shots:

Shots using props:

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Additional Notes/Ideas: