



FREE GUIDE

How to Look Your Best on Camera

What to wear, how to prep your space, and how to feel confident on camera — so your photos work as hard as you do.

FOR SOLO OWNERS & SMALL TEAMS · LOS ANGELES

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On-site business photography · Greater Los Angeles

START HERE

A great brand shoot is mostly preparation.

The camera is the easy part. The photos that actually win you clients come from a little prep — the right outfit, a tidy space, and showing up relaxed. This short guide walks you through all of it, built for solo owners and small teams (1–4) doing an on-site business shoot in your own office.

Decide before the shoot

A few quick decisions make your photos feel intentional instead of random:

Decision	Why it matters
Where the photos will be used — website, Google profile, LinkedIn, socials	Drives your outfits, the crops, and how many looks you need
The feeling you want — approachable, authoritative, premium	Guides wardrobe, setting, and expression
Solo or your small team (up to 4)	Everyone shoots in one consistent look
Your space — which corner / areas to use	We pick the spots that tell your brand story

Bring 2–3 looks so you walk away with variety from one 90-minute visit.

WHAT TO WEAR

One polished look beats a whole new wardrobe.

You don't need to plan an outfit overload — bring 2–3 looks you feel great in (think “important meeting,” plus one more relaxed). Solid, well-fitted pieces keep you the focus.

DO

- Solid, saturated colours — they read cleaner than patterns.
- A simple neckline and a well-fitted cut (not baggy, not tight).
- A blazer or structured layer reads instantly professional.
- Long sleeves frame a portrait better than short.
- Bring 2–3 looks: one polished, one relaxed, one “you on your best day.”

AVOID

- Tiny patterns, thin stripes, small checks (they shimmer on camera).
- Large logos, slogans, or graphics.
- Neon and pure white — they can wash you out.
- Brand-new or un-ironed clothes — wrinkles show.
- A top the same colour as a plain backdrop (you blend in).

Colours that photograph well

Navy, charcoal, deep blue, burgundy, emerald, plum, soft blue, grey, and muted jewel tones. Avoid pastels, neon, bright pink/orange, turquoise, mint, and coral.

Dress for your business

Your field	Aim for
Law, finance, real estate	Darker and more formal — suit / blazer, crisp shirts
Med-spa, dental, healthcare	Clean and trustworthy; a pressed coat or uniform is perfect

Beauty, wellness, creative

A little more personality — but the face stays the focus

A small team (up to 4)

One shared palette; avoid strong contrasts between people

PREPARE YOUR SPACE

We shoot on-site — so your space is part of the brand.

Because I bring the studio to you, your office becomes part of the story. A little tidying goes a long way — and I bring a clean white or gray backdrop for the portraits either way.

- Clear the area you use most — desk, reception, the spot where you meet clients.
- Hide cables, sticky notes, coffee cups, and anything personal you don't want online.
- Wipe glass, screens, and mirrors — fingerprints show up under studio light.
- Free up a power outlet near where we'll set up the lighting.
- Have plants, signage, or branded touches ready — they add warmth and context.
- Block a calm ~90-minute window — no back-to-back meetings.

A NOTE ON LIGHT & WINDOWS

- For the clean studio-backdrop portraits, I control the light fully — no need to worry about your room's lighting.
- For lifestyle shots in your space, daylight can look beautiful — just check glass cleanliness, reflections, and any clutter near the windows.

THE MORNING OF

Small grooming details, big difference.

Tiny things read large in a high-resolution photo. Natural retouch handles the rest — you'll still look exactly like you.

- Hair: wear it the way you normally do; book any trim a few days early, not the morning of.
- Skin — keep it matte: skip shimmer and highlighter; hydrate the day before and blot any shine. Blemishes get retouched anyway.
- Glasses: bring them if you always wear them; anti-glare lenses are ideal.
- Clothes: clean, steamed, collar straight, lint-rolled.
- Hands show in business photos — tidy nails are an easy win.
- Rest & water the day before; arrive a few minutes early so you feel relaxed.

A QUICK TOUCH-UP KIT

- Mirror, lint roller, comb, and tissues.
- Blotting papers or translucent powder for shine.
- A brush and a little water — that's really all you need.

ON THE DAY

You don't need to be photogenic — that's my job.

"I'm not a model" is the most common thing I hear, and it's almost never true. Great photos are just direction, and I'll guide every shot.

- You don't need to know how to pose — I direct every angle, chin, and hand in real time.

- We review the shots on the spot, so you see it working and relax into it.
- Come a few minutes early so we can chat first — warmed-up people photograph better.
- Think of one or two clients you love working with — it brings out a genuine, warm expression.
- Light music and an unhurried pace turn “photo dread” into a quick, easy session.

WHAT YOU GET

Your \$549, all-in.

One 90-minute on-site visit, one flat price for a team of 1–4 — no per-person fees and no travel fee within 40 miles of LA.

- 30–40 color-corrected, lightly retouched images — ready for your website, Google, and socials.
- 5 fully, naturally retouched favourites — you pick the keepers.
- 48-hour preview so you can start posting fast.
- A content plan built around your goals — so the shoot fills real gaps.
- The full studio, on-site — pro lighting, reflectors, white or gray backdrop.
- You see every shot live — we reshoot until you love it.

NATURAL RETOUCH — what it is, and isn't

- Yes: even skin tone, remove temporary blemishes & stray hairs, soften under-eyes, tidy small distractions.
- Never: changing your face or body, plastic “AI” skin, or anything that doesn't look like you.

DAY-OF CHECKLIST

Six things, and you're ready.

- 2–3 outfits steamed and packed.
- Space tidied; the area we'll shoot is clear.
- Hair & grooming sorted; brush in your bag.
- A free power outlet near the set-up spot.
- ~90 minutes blocked, no back-to-back meetings.
- Show up as you — I'll handle the rest.



READY WHEN YOU ARE

Photos that win you clients.

I bring a full studio to your office and direct every shot — so in one 90-minute visit you walk away with photos that make a client think “I want to work with them,” before you’ve said a word.

\$549 all-in · 1–4 people · 90 minutes on-site

No travel fee within 40 miles of LA · see every shot live, reshoot until you love it

Request your slot — I reply within 1 business day:

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