

soul to soul

business & marketing
for therapists, coaches & healers

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Style Me Up Worksheet

This is a checklist and worksheet for creating photographs with you in it.

1. Background

- Keep It simple!
- Consider your *Souls Brand Essence* and *Souls Brand Personality* - words and colours.
- Think about your chosen *backdrop and accent colours*.
- Find simple textures inside or outside e.g. walls, doors, stones, foliage, bookshelves.
- No extra things creeping in that shouldn't be there!

My background is going to be:

2. Timer

- Put your phone on a tripod and use a *10-second* timer.
- You can experiment with poses and have fun!
- No tripod? Use a stack of books.
- No timer? Ask someone to help you.

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3. Pose

- Generally, people look better when they are making some kind of shape with their body.
- Different poses have different feelings to them; so be a detective, have a look and see what poses you can find that; would be easy for you to do, and that would work well for your brand.
- Having open poses and making angles with your body gives a welcoming gesture.
- Could you be doing something else, rather than just looking at the camera?

My different poses are going to be:

4. Props

- Go to Pinterest to get prop ideas for your *Sooper-Dooper Focus*.
- You want to use props that go with your *Souls Brand Essence*.
- Think about using props that have your *accent colors*.
- Do your props have a real reason to be there?
- Are they helping to tell the story behind the picture or just adding to the clutter?

My props are going to be:

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5. Lighting

- If you are outside, the shade can work well but not in the shadow.
 - Direct light is also ok, but not in the middle of the day.
 - The soft light at the beginning and at the end of the day is gorgeous on your skin!
 - A ring light will evenly light your face from all directions (18" is good).
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6. Detail

- Detailed shots add interest and mean that your pics are not all the same.
- Could you just show your hands or your feet?
- Go to *Crop, Edit & Go* to learn; you learn how to create gorgeous, cropped, detailed selfies.

My detail ideas are:

7. Movement

- Movement adds an element of *flow, fun and creativity*.
- Explore if movement fits your *Souls Brand Essence*.
- If it feels right; include movement shots.

8. Lots & Lots

- The more photos you take, the more likely you are to have a few good ones to choose from.
 - Snap away and then, you will have choice!
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9. Crop, Edit & Go

- Learn about this in the next lesson to supercharge all your pics!!! 😊
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