

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 soul brand essence and soul 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'll be so relaxed and can experiment with poses and have fun.
- If you do not have a tripod just put your phone on a stack of books or a table or chair with a stack of book
- If your phone does not have a timer you can get another to take photographs for 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 is welcoming versus closed body language and downward looking poses
- 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 Soul Brand Essence
- Think about using props that are 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 clutter?

My props are going to be:

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5. Lighting

- If you are outside, it's better if you are in the shade if possible
- 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)

6. Detail

- Detail shots add interest and mean that your pics are not all the same
- Could you just show your hands or your feet?
- Go to edit and go to learn, you learn how to create gorgeous cropped detail selfies

My detail ideas are:

7. Movement

- Movement adds an element of flow, fun and creativity
- Explore if movement fits your soul brand essence
- If it feels right, include movement shots

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8. Lots & Lots

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

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