

EXAMPLE OF PHOTO SHOOT IDEA DOCUMENT

OVERVIEW

My dear friend and copywriter, Elise Hurd, who was also a professional model, helped us plan for our photo shoot. Here are some examples of what she put together.

Use this document as inspiration to truly plan your first or next photo shoot. And remember, the more planning you do, the better results you will get!

INSPIRATION IMAGE AND OUTFIT

The magic behind these shots is the simplicity and color contrast. The style of shirt can be matched to fit your personality and still achieve the same impact.



Top: Solid black long sleeve t-shirt, sweater (fitted), or mock-collar top

Bottom: Black fitted pants

Shoes: Bare feet

Accessories: minimal

Note: with a few simple swaps of your pants we can also snag shots like these:



Also, any style of mock collar works well to emphasize the face, even when the background isn't as simple:



INSPIRATION IMAGE AND OUTFIT

What makes this outfit magic is the mix of flowy and fitted, light and dark colors, and a style that is put-together but still casual/cool.



Top: Light purple or light pink $\frac{3}{4}$ sleeve, loose fitting button down

Bottom: Black pants or medium-dark ripped skinny jeans.

Shoes: White or light colorful sneakers that are similar in shade/tone to the top – pink or purple

Accessories: Ballcap - a medium or darker tone to coordinate with the depth of color in your pants, and the color of your top and shoes: black, purple or pink. Stacked bracelets.

Note: The same outfit can be used (sans hat or shoes) to get this look:

