
8 SECRETS TO LOOKING & FEELING FABULOUS IN PHOTOS



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PROFESSIONAL TIPS
FOR ANY WOMAN WHO
WANTS TO LOOK &
FEEL CONFIDENT IN
FRONT OF THE
CAMERA

A GUIDE TO BEING PHOTOGRAPHED



Hello! I'm Anna, a professional headshot and personal branding photographer, based in Guildford.

If you dread the thought of being photographed, or are convinced that you never look good in photos, then the tips in this guide are for you!

None of the women who appear in these pages are models - so they had no experience of being photographed professionally.

Here you'll find the exact advice I give all my clients before and during their sessions with me, to ensure that they look and feel confident in front of my camera.

Because age and dress size don't matter; it's preparation and expertise that count.

Anna

CONTENTS

01

Hair & makeup



02

*The importance of choosing
the right outfit*



03

Hold yourself well

04

To smile, or not to smile!

05

The right mindset



CONTENTS

06

The night before

07

Breakfast

08

The importance of clear communication between photographer & client



01 HAIR & MAKEUP

THE BENEFITS

There's nothing like a great haircut to make you feel good. And if you normally have your hair coloured or roots retouched, this can all be done a week or so before your session.

Good quality makeup, expertly applied, should enhance your features rather than masking them; it should allow your natural beauty to shine through so you still look like you, but will also help your skin to reflect light beautifully for the camera. And having your hair styled will ensure it sits well during your session.

I've worked with some lovely makeup artists who I'm happy to recommend. But if you're not comfortable wearing makeup, or prefer to do your own, that's absolutely fine too! I can send you some preparation tips for the day.



02 CHOOSING THE RIGHT OUTFIT

IT'S ALL ABOUT COLOUR, CUT, AND KEEPING THINGS SIMPLE

Really take time to go through your wardrobe. Pick out some key items, paying attention to the colour and cut. If you're not sure what to choose, follow these tips:



- Pick solid colours rather than distracting prints or patterns.
- Wear black very sparingly if it's close to your face. Navy is a better option.
- Don't be scared to wear bright colours, even if it's only a bright top under a contrasting jacket; they can really lift a portrait.
- Whether you're lean or curvy, well fitted outfits (not tight) will photograph much better than loose, flowing garments. They'll give a much cleaner shape, and won't add unnecessary volume.
- Choose good underwear for a smooth line under your clothes.
- Feel free to bring some accessories, such as jewellery or scarves.

03

3

POSTURE MATTERS

STAND OR SIT TALL



Good posture and holding yourself well are essential - don't worry, you'll receive loads of direction and encouragement from me! I'll never expect you to just know what to do. Here are a few things that will help:

- Lengthen your torso whether you're standing or sitting.
- Drop your shoulders so they're in a relaxed position.
- Instead of facing the photographer square on (the classic passport photo pose!), turn at a slight angle with one shoulder a bit closer to the camera.
- A very slight head tilt will help you look engaged and confident.
- If your hands are visible, keep them soft and relaxed. Avoid clenching them or clasping them.

04 DON'T FORCE A SMILE

GO EASY ON THE CHEESE & SMILE
WITH YOUR EYES!



Forcing a smile is never advisable; as well as looking false, it will make your facial muscles tired in no time!

It's not necessary to look completely ecstatic in every picture - instead, aim for a relaxed and approachable expression.

Again, please don't worry that you'll have to do all the work here; I will guide you every step of the way!

A genuine smile starts with the eyes, so keep your mouth nice and relaxed. The result will be a far more sincere portrait which reveals the real you instead of someone who looks either uncomfortable or nervous. I have lots of tricks that will help you look perfectly at ease in your portraits; no fake smiles - guaranteed!

05 KEEP A POSITIVE FRAME OF MIND

ENGAGE WITH YOUR PHOTOGRAPHER

- Your feelings will be reflected in your expression, so the important thing is to keep those good thoughts flowing and not focus on how much you dislike being photographed!
- Instead, engage with your photographer and listen to how they direct you into each pose (a good photographer will always give plenty of direction.) I talk a lot to my clients, so you'll never be left wondering whether to smile or how to sit or stand.
- Make sure you look at the camera with intention. It can be easy to drift off or develop a glassy stare, but I always pause between shots to give you time to "reset" your expression.



06 EARLY TO BED

GET A GOOD NIGHT'S SLEEP

- It's essential that you feel rested before your session, so it's best not to burn the midnight oil.
- Cleanse and moisturise your skin well before bed so it looks its best in the morning, especially if you're having makeup applied. (If you're using a makeup artist, arrive with clean, bare skin.)
- No alcohol the night before!



07 BREAKFAST

DON'T ARRIVE ON AN EMPTY STOMACH

Being photographed requires concentration, so make sure you've had something to eat.

If I'm photographing you in the morning (which is when I tend to do most of my headshot sessions), do have a decent breakfast to maintain your energy levels. It's hard to concentrate if your stomach's rumbling!



08 THE IMPORTANCE OF PLANNING & CLEAR COMMUNICATION

IF YOU DON'T TELL YOUR PHOTOGRAPHER, HOW WILL THEY KNOW?



Great headshots don't just happen. This is an investment in yourself, so make sure you communicate with your photographer at every stage before your session.

Let them know:

- How you'd like to be photographed.
- If the photos are for your employer, do they have to conform to a particular style?
- What you consider to be your best features.
- If there's anything you're less happy about or would prefer not to draw attention to - rest assured, we've heard them all, so we won't be surprised!

BOOK YOUR FREE CONSULTATION

I hope you've found this guide helpful.

If you're interested in booking a headshot session with me, then I'd be delighted to chat with you, as a first step, to find out more about you and the sort of photos you'd like.

There's absolutely no obligation to book, so please don't worry about feeling pressurised in any way - I hate being sold to, don't you?

Schedule a 100% no-obligation, non-salesy consultation call with me.

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