



TIMELINE

One month+ before shoot:

- Send any branding colors or logos to Courtney in order to select the best studio location for your shoot
- Book any hair/makeup artist for your shoot
- Get your hair cut/colored well in advance of the shoot, not the day of your shoot
- Plan and purchase your outfits

Week of your shoot:

- Nails
- Iron/steam all clothes and hang up to reduce wrinkles

THINGS TO BRING WITH YOU

- Clothes
- Steamer
- Baby wipes or a hand towel in case there are messes
- Makeup for touch ups
- Hairspray
- Hairbrush/touch up tools
- Any props you would like to include like a laptop, specific flower, pet, etc.

OUTFITS

- Your clothing is all about highlighting your own personal style, just make sure it is clean and wrinkle free!
- If you are having a hard time finding outfits, I suggest looking for Instagram and Pinterest inspiration to help get the juices flowing
- Keep in mind the colors that not only look best on you, but that also go with your overall aesthetic and branding.
- Avoid heavy patterns like plaid, and opt for smaller, more subtle patterns
- If you are going for an all black or white outfit, add a point of interest to your outfit like a statement necklace, belt, or hat to ensure you pop
- When in doubt, neutrals are always a timeless option, and they work with any setting or logo
- If you will be shooting with other individuals, try to focus on your outfits complimenting one another rather than going for a "matching" look



YOUR BRANDING SESSION

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