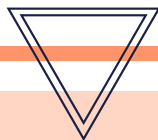




KARRI BRANTLEY

PHOTOGRAPHY

Confident and Camera-Ready: Your Headshot Planning Playbook



Meet Karri



Hey, business owner!

I'm Karri, a headshot photographer for entrepreneurs, creatives, and leaders who are ready to show up in their business with confidence and purpose. Whether you're a therapist, coach, interior designer, yoga teacher, or visionary founder—you've likely outgrown that old headshot (or never had one you truly loved in the first place)

Heart-Centered Photographer, Storyteller, and Branding Expert

I believe your headshot should feel like *you*—authentic, professional, and aligned with the energy you bring to your work. Most of my clients aren't looking for a stiff studio portrait against a gray wall. They want something natural. Bright. Connected. Elevated. And that's exactly what we'll create together.

This guide is here to help you prepare for your 1-look session with ease. From what to wear to how to feel confident in front of the camera, I've mapped it out for you so you can show up feeling clear and camera-ready.

Let's create something that reflects who you are—and helps you get where you're going.

Karri Brantley



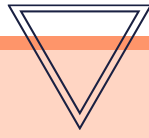
What to Wear For Your Headshot?

This is the number one question I get asked—and for good reason. Your wardrobe plays a key role in how you feel in front of the camera and how your image represents you in your business. The good news? You only need one great look. Let's make it count.

✨ Keep in Mind:

- **Think polished but approachable** – You want to look like your best self on your best day.
- **Bring your personality in through color, texture, or accessories** – A bold earring, a soft scarf, or a structured jacket can speak volumes.
- **Choose something you feel confident in** – If you love how it fits and how you feel wearing it, it's probably a winner.
- **Avoid overly busy patterns or logos** – Solids or subtle textures tend to photograph beautifully.
- **Necklines matter** – V-necks, scoops, and clean collars can all work well depending on your style.





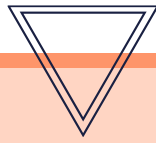
Find Your Look!

You don't need a closet full of options—you just need the right one. And that starts with choosing a look that feels like a natural extension of who you are and how you show up in your business. Below are a few profession-based style prompts to help guide your wardrobe decision. Use these as inspiration, not hard rules. The goal? To feel confident, comfortable, and like the leader you already are.

💡 Quick Ideas by Profession:

- **Therapists, Coaches, Wellness Pros** – Soft textures, earth tones, or natural fibers. Think “inviting and grounded.”
- **Interior Designers, Real Estate Owners** – Stylish blazers, elevated neutrals, or a pop of trend-forward color.
- **Physician Assistants, Spa Owners** – Clean, professional looks with a polished yet warm aesthetic.
- **Yoga Teachers, Spiritual Leaders** – Flowy fabrics, calm color palettes, layered or draped silhouettes.





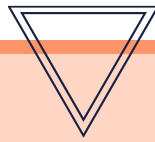
Let's Talk Color

Color plays a powerful role in how your headshot is perceived. It can reflect your energy, support your skin tone, and create visual harmony with the environment we're shooting in—especially when we're outdoors using natural light. While there's no one-size-fits-all palette, here are a few guidelines to help you choose colors that work with you, not against you.

🎨 What Looks Great In Natural Light:

- **Soft Neutrals** – Cream, sand, warm gray, or stone offer an earthy, approachable feel and photograph beautifully without overwhelming.
- **Jewel Tones** – Think emerald, plum, teal, or sapphire. These add richness and look stunning on many skin tones.
- **Earth Tones** – Olive, rust, ochre, and muted mustard create a grounded, elevated look that pairs beautifully with nature or urban backdrops.
- **Pastels** (used mindfully) – Soft blush, sage, or powder blue can be dreamy when styled simply—best on lighter complexions or in early morning light.
- **Your Brand Colors** – If you've got one standout color associated with your business, we can build your look around it.





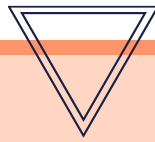
Brand Colors

✦ A Quick Tip:

If you're unsure what colors look best on you, take a peek at your closet: What do you feel amazing in? What tones do people often compliment you on? That's usually a good sign we're on the right track.

What are your brand colors?





Posing with Confidence

Let's bust a myth: you don't need to "know how to pose" to look amazing on camera. My job is to guide you every step of the way so you feel relaxed, natural, and seen. You're not expected to show up as a model—you just need to show up as you. That said, a little awareness can go a long way in helping you feel confident and camera-ready.

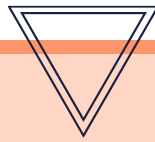
Start with Presence, Not Perfection

We're not chasing a perfectly symmetrical smile or a flawless angle—we're capturing the essence of how you lead, connect, and show up in the world. If you're present and open, the camera (and your audience) will feel it.

Karri's Easy Posing Tips:

- **Posture is your foundation** – Relax your shoulders, lengthen your neck, and think “tall but grounded.”
- **Chin slightly forward and down** – This gives definition to the jawline and avoids the dreaded “up the nose” angle.
- **Soft hands = relaxed energy** – Avoid clenched fists or hiding your hands entirely. If they're in the shot, I'll help you place them naturally.
- **Smile with intention** – Not every image needs a big grin. We'll try warm smiles, subtle expressions, and soft neutral looks to find what feels most like you.
- **Micro-movements matter** – A tiny shift in weight, shoulder angle, or gaze can completely transform a pose. I'll guide you into these naturally throughout the session.
- **Trust the flow** – I'll direct and cheer you on the whole time. You don't have to memorize anything—we'll find your rhythm together.

Bonus tip: The best poses often come after the pose. That's why I shoot between the moments—the exhale, the real laugh, the slight glance away. Those are the images that feel honest, magnetic, and completely you.



The Day Before: Simple Prep for a Smooth Session

You're almost there! To help you walk into your session feeling calm, confident, and ready to shine, here's a simple checklist I recommend reviewing the day before your shoot. No stress, no overthinking—just a few thoughtful steps to help you show up as your best self.

✓ Day-Before Checklist

1. Try on your outfit

Make sure it fits well, feels comfortable, and looks good from all angles. Steam or iron it ahead of time so you're not scrambling the morning of.

2. Hydrate + Rest

Drink plenty of water and get a solid night's sleep. Your skin (and energy) will thank you.

3. Grooming Touch-Ups

Do any trimming, shaving, brow tweezing, or nail care today—not the morning of. Keep it simple and aligned with how you usually present yourself professionally.

4. Pack your bag

Include your outfit (on a hanger), any light accessories, a backup lip color or face blotting paper, water, and anything else you may want nearby.

5. Plan your route

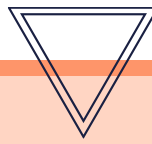
Double-check the time, location, and parking info. If we're meeting outdoors, you'll already have the exact spot and a weather update from me the night before.

6. Confirm your appointment time

You'll receive a reminder from me, but it never hurts to double-check so we both stay on track.

✨ Just a Reminder

This doesn't have to be a production. We're not overhauling who you are—we're highlighting it. You've done the work. Now just show up, be present, and let the rest unfold.



Final Reminders

You're prepped. You're ready. And you've got everything you need to walk into this session with confidence. Here are a few last-minute reminders to make sure the day flows smoothly from start to finish:

□ **Arrival Time**

Plan to arrive 5–10 minutes early so you have a moment to settle in and breathe. This isn't a rushed shoot—we'll ease into it so you feel relaxed and ready.

□ **Your Look**

Bring your chosen outfit on a hanger to keep it fresh and wrinkle-free. If you're unsure about any last-minute details, feel free to bring an extra top or accessory—we'll decide together.

□ **Hair + Makeup**

Come with your hair styled and makeup already applied (unless you've booked a makeup artist through me). Keep makeup fresh and light unless you're going for a bolder, brand-aligned look. Touch-up items are welcome if you'd like to bring them along.

□ **Nerves Are Normal**

It's totally okay to feel a little nervous—most of my clients do. I've got you. I'll guide every pose, help you get comfortable in front of the camera, and make sure we capture something you actually love.

□ **If We're Outdoors**

Keep an eye on your email or text the night before and morning of—I'll confirm the forecast and send any last-minute updates if needed.



After Your Session

You'll receive your proofing gallery within 2-3 business days, where you can select your favorite image(s). I'll include all the next steps in that delivery email—retouching options, file formats, and how to download everything you need for your business.



And finally...

Thank you for trusting me. It means the world that you've chosen me to photograph this important chapter of your journey. I can't wait to see what you create with these new images—and how they help your brand grow.



Let's Do This!



I'm so honored you chose me as your photographer and can't wait to create amazing imagery to elevate your brand.

Feel free to email me at karri@karribrantleyphotography or text me at (586) 909-5401 if you have any questions.



Karri Brantley

Tell your story | Connect with your audience | Grow your business