



CAMERA READY CONFIDENCE

A Mini Guide for Small Business Owners on How to Show Up
and Be Seen in Your Personal Brand



KIRSTIE VEATCH

BRAND PHOTOGRAPHY *for modern business owners*



Welcome!

Hi Friends! I am so excited for you to be taking this step towards gaining more confidence in front of a camera! I know it can feel so daunting! Whether you're planning a brand session already or just want to feel more comfortable creating your own content at home, I hope this guide helps you towards embracing yourself and feeling excited and empowered to show up personally in your business!!

I'm Kirstie, Headshot and Brand Photographer & Professional Hype Girl located in Des Moines, Iowa. I live with my hubby Todd, our son James and two dachshunds Ellie and Odin. (I would love to acquire more dachshunds tho.) When I am not with my family I love to spend time with friends, participate in our church and pour into the Des Moines community! Working with small business owners has been so rewarding and I love getting to help enhance your visual marketing and encourage and support you along the way!

xo, Kirstie V.



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What is Camera Confidence?

I want to start by saying that if you're someone who has ever looked at a photograph taken of you and instantly felt a pit in your stomach and just really happy with what you see I want you to know that you are not alone in my 10+ years of being a photographer I have heard all of the comments that you could think of that people will say about their bodies. I have also heard these comments from almost every body shape imaginable from women to men from people who are assigned to people who are a size 5X there's almost always something disapproving people their appearance. Most of the times the stem from our own personal insecurities, or are result from something more traumatic that maybe has happened to them in the past and has really shaped the way they view about their body and the value that their current body holds on them.

So with almost everyone having had struggles with the way they're visible appearances at one time or another how are we able to achieve confidence when getting our photo taken?

Personally, I believe that confidence is more of an action and less of a mindset, and the confidence to show up visibly on camera is simply the action of showing up, regardless of your current opinion of your appearance.

Preparation

Failure to prepare is preparing to fail. One of the best ways to be confident is to be prepared. This is one of the biggest reasons that I spend so much time with my personal brand clients creating a shoot guide and taking the time to really go in depth throughout the planning process because when we know exactly what types of shots we need to get! With a game plan we're able to conceptualize your session. From a professional photo shoot to making content at home, you want to make up a plan knowing what your content message is supposed to say. This will help you with coming up with a script and how the visual concept should come together as well.

When you have a goal in mind for the content you will be creating it makes everything more intentional. It is easier to be confident in a project you fully understand and know what your desired goal and outcome will be!



Preparation: **The Wardrobe**

When it comes to getting in front of the camera, wardrobe can certainly hurt you or help you. When choosing outfits for your shoot, I always have a few rules that I like people to stick to. One of the biggest ones is don't wear anything that makes you feel uncomfortable, if there's an item of clothing that is restricting movement that you need to do during your session or makes you feel uncomfortable maybe it's too baggy or it is too tight is a no go! It is going to come across in your images, plus you're going to be fidgeting with it constantly and likely that's just not going to make you feel great. I like to tell people that an item of clothing should allow you to sit down, stand up for your arms, and raise them above your head comfortably without the item doing something you do not want it to do.



I don't know about you, but whenever I have ever read tips on how to look great in photos, and all those tips are about how you can look as skinny as possible those vibes just give me the ick.

(But if your goal is to look thinner, don't worry I've been there too and I know how to pose to achieve this.) I 100% do not believe that there is a correct or incorrect type of clothing for a specific body type.



I believe that we should all wear what makes us personally feel amazing beautiful and makes us smile with that being said, I think that we also need to be open to acknowledging if there are certain parts of our body that we currently struggle with, it is absolutely fine to try and minimize those areas with certain types of clothing, styles or optical illusions.



For example, I am short and I carry a lot of my weight in my midsection so I don't always love the way my stomach looks in photos or how short my legs look, I have found that I love to wear high waisted pants and tuck my shirts in **creating the illusion that I have longer legs than I do.** This actually helps create a curvier shape and longer legs than if I were to just wear a really long shirt to try and cover up my whole midsection.



Wardrobe Rules Recap

1

No Outfits or Items that make you uncomfortable or you want to constantly adjust!

2

You should be able to lift your arms up, sit down, and cross your arms without restriction.

3

Wear outfits that make you happy! You don't have to stick to "fashion rules."

Remember if you do have any areas on your body that you feel insecure about, you can wear clothing that will minimize that. This along with intentional posing to not accentuate those areas will help you feel more confident being in front of the camera!

At-Home Content Tools and Tips:

In today's digital world, you probably have noticed that we're all starting to show up more online, not just for a photo session. If you are not using stories, reels or self made video content of any kind for your business yet, you are missing out on some really great opportunities to connect with your clients and audience. This might sound horrifying to some of you! But there's just a few tools and tips to make your at home or on the go content creating the next level!



PHONE TRIPOD

These are perfect for taking photos or video content for reels or stories!



RING LIGHT

Ring lights or constant lights can be amazing for those cloudy days or if you are making videos at night!



IPHONE KICK STAND!

This is perfect for when you are out and about and do not want to bring a whole tripod!

PRO TIP: Use Window Light! - using natural light can be the most flattering and free lighting source! The key is to face the window, not to have the light behind you as you film!

Taking Action:

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If you are not using stories, reels or self made video content of any kind for your business yet, you are missing out on some really great opportunities to connect with your clients and audience.

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Figure out your “money shot”.

A good photographer will guide you through all the poses during a session so you really don't need to know what to do with your hands and arms. But, one of the transformative things for me personally in my own confidence is body awareness and knowing “my money shots” the poses that I almost always love!! If there is a photo of yourself that you love, really study how your body is positioned and practice that! Learn how your body feels and really spend time memorizing how you feel because you won't have a mirror in front of you during a shoot or when creating your own content.

Practice Positive Self Talk

I believe that how we speak to ourselves is important. Its easy to be self critical and most of the time we notice our flaws way more than others do. So sit back and listen to what you're telling yourself. Spot those moments when you're being too hard on yourself, and then, flip the script. Instead of saying, "I can't handle this," try telling yourself, "I'm going to break this down and get through it, one step at a time." It's like shifting gears from doubting yourself to cheering yourself on.

I am still a strong believer in “the action of doing” things even when scared is going to produce more confidence than just saying nice things to ourselves. Most of us can smell BS when someone is dishing it to us, and that goes for ourselves too. You can't trick your mind into thinking you have no insecurities if you dont believe it, but you can choose to be kinder to yourself, and choose to embrace how you currently are regardless of how you currently feel.



A woman with long, wavy brown hair is wearing a wide-brimmed brown hat and a white short-sleeved top with a brown cord skirt. She is holding a black camera in her right hand and has a joyful expression with her mouth open. She is standing on a colorful, patterned rug in a room with a wooden floor and a white wall. The text "KEEP *pushing* BOUNDARIES AND *never* STOP EVOLVING." is overlaid on the image in a mix of bold sans-serif and script fonts.

KEEP *pushing*
BOUNDARIES AND
never STOP
EVOLVING.

Thank you!

I hope this little guide on confidence will help you grow to be more at ease and even enjoy being in front of a camera!

If we have not had the pleasure of working together yet and you are a small business or entrepreneur and would like a boutique brand photography please reach out and we can chat about your visual marketing needs!

You can learn more about my brand photography services and client experience by visiting my website and following me on my instagram page! I love to share helpful marketing tips and connect with fellow business owners!

Kirstie Veatch

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Kind Words from Clients



BECKY LEU

I'm stoked to update my website and profile photos with images that actually feel like "me"!



BETH POHL

It was so much fun! Kirstie directing me was what I've always needed in a photography session, and her eye for the details!



KELSEY RUSSELL

Kirstie Veatch is the Real Estate Branding Queen! If you want lifestyle/branding photos for your business she's a dream to work with!