

HOZZPHOTO · FREE GUIDE · PERSONAL BRANDING

The Personal Branding Shoot Checklist.

7 things every founder, coach, creator & executive needs before their shoot.

7

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MIN READ

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Most personal branding shoots underdeliver because the brief was vague, the outfit wasn't planned, or the photographer had no context.

This checklist fixes all of that. Work through it before your session and you'll walk in prepared - and walk out with images you'll actually use.

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1

DEFINE YOUR GOALS BEFORE ANYTHING ELSE

Know exactly what these images need to do for you

- List every platform you'll use the images on**
LinkedIn, website hero, Instagram, press kit, podcast thumbnail - each has different crop ratios and contexts.
- Write down the one feeling you want people to have**
Trustworthy? Approachable? Authoritative? Expert? This shapes everything from location to outfit to expression.
- Identify your primary audience**
Are you speaking to potential clients, employers, investors, or followers? Knowing this changes the energy of the shoot.
- Set a usage timeline**
Do you need images for a launch next week or building a 6-month content bank? This affects how many looks and shots you need.

PRO TIP

Send your photographer a 3-line brief before the shoot: who you are, who your audience is, and what you want people to feel when they see your images. This one step will transform the quality of your results.

2

PLAN YOUR OUTFITS STRATEGICALLY

Your clothes tell the story before you say a word

- Prepare a minimum of 2-3 complete outfit changes**
One formal/professional, one smart-casual, one lifestyle or relaxed. Different audiences need different versions of you.
- Avoid fine stripes, small checks, and busy patterns**
These cause moire distortion on camera. Solid colours and simple textures always photograph better.
- Bring your brand colours into your wardrobe**
If your brand uses navy and gold, wear navy. Subconscious alignment between you and your brand builds trust.
- Steam or iron everything the night before**
Creases read dramatically on camera. A wrinkled shirt communicates carelessness - even if unintentional.

3

CHOOSE YOUR LOCATIONS WITH INTENTION

Where you shoot communicates as much as how you look

- Match locations to your brand personality**
A tech founder might want a minimal glass-and-steel environment. A wellness coach might need greenery and natural light.

- Book 2-3 distinct location types**
Indoor studio for clean headshots, outdoor urban for energy, a third lifestyle location (cafe, workspace, park) for warmth.

- Scout locations in advance - or ask your photographer**
An experienced photographer will know which spots in London give the best light at what time of day.

- Check the light direction before committing**
North-facing windows give soft, even light. Direct sunlight at midday creates harsh shadows. Morning and golden hour are ideal outdoors.

PRO TIP

In London, Shoreditch, South Bank, Marylebone, and any park during golden hour are reliable locations that photograph well across different brand styles. Ask your photographer for their go-to spots.

4

BRIEF YOUR PHOTOGRAPHER PROPERLY

A great brief is worth 30 minutes of extra shooting time

- Share 5-10 reference images you love**
Pull from Pinterest, Instagram, or LinkedIn. You don't need to explain - visual references communicate instantly.

- Tell them what you DON'T want**
If you hate formal headshots or find certain poses unnatural, say so upfront. This saves time and awkwardness on the day.

- Share your brand guidelines if you have them**
Colour palette, tone of voice, even your website URL - all of this helps your photographer understand your visual world.

- Confirm the deliverables in writing**
How many edited images? Which formats? What resolution? Will you get the RAW files? Agree this before the shoot, not after.

5

PREPARE YOURSELF PHYSICALLY

The 48 hours before the shoot matter more than you think

- Get a full night's sleep the day before**
Dark circles, puffiness and tension in the face are almost impossible to fully retouch out. Sleep is your best prep.
- Avoid alcohol the night before**
Alcohol causes bloating and facial puffiness. Keep it clean for 24 hours before your shoot.
- Book hair and makeup if needed**
Even a simple blowout or tidy-up on shoot day makes a visible difference in your final images.
- Eat well and stay hydrated**
Your skin, your energy, your expression - all connected to how well you've fuelled yourself in the 48 hours prior.

6

ON THE DAY - WHAT TO BRING

Arrive prepared and the first 15 minutes will be your best shots

- Bring all outfits in a garment bag**
Hanging, not folded. Even freshly ironed clothes crease in a bag if folded.
- Bring a portable steamer or lint roller**
Small, lightweight, essential. You'll be grateful you have it.
- Bring any brand props that tell your story**
Laptop, notebook, coffee cup, headphones, book - props you naturally use in your work add authenticity.
- Arrive 10 minutes early**
Use the time to relax, review your brief notes, and have a conversation with your photographer before the camera comes out.
- Put your phone away for the first 15 minutes**
Notifications, emails and messages create mental noise that shows on your face. Give the shoot your full attention from the start.

PRO TIP

The best shots almost always happen in the first and last 20 minutes of a shoot. The start is when you're freshest and most natural. The end is when you've relaxed and stopped thinking. Trust your photographer to capture both.

7

AFTER THE SHOOT

Make your images work harder once they're delivered

- Update every platform within 7 days of delivery**
LinkedIn, website hero image, email signature, speaker bio, press pack. Momentum matters.
- Create a content calendar using your images**
Plan at least 4-6 weeks of posts that use different images from the shoot. Batch it in one sitting.
- Save your originals and backups in two places**
Cloud storage plus a local drive. Image files are irreplaceable assets - treat them that way.

YOUR SHOT LIST TEMPLATE

Print this page or share it with your photographer before the session.

HEADSHOTS	LIFESTYLE / ENVIRONMENTAL
<input type="checkbox"/> Clean background - neutral expression	<input type="checkbox"/> At desk / working setup (looking at screen)
<input type="checkbox"/> Clean background - smiling / approachable	<input type="checkbox"/> At desk / working setup (looking to camera)
<input type="checkbox"/> 3/4 body - professional stance	<input type="checkbox"/> Walking shot - urban / street
<input type="checkbox"/> Profile / side angle	<input type="checkbox"/> Coffee shop or informal setting
	<input type="checkbox"/> Phone or notebook in hand

BRAND / STORYTELLING	OUTFIT CHANGE
<input type="checkbox"/> With brand prop (laptop, book, equipment)	<input type="checkbox"/> Repeat key shots in second outfit
<input type="checkbox"/> Mid-conversation / natural expression	<input type="checkbox"/> At least one full-length in second outfit
<input type="checkbox"/> Looking off-camera (editorial feel)	
<input type="checkbox"/> Detail shot (hands, product, workspace)	

NOTES / ADDITIONAL SHOTS:

READY TO BOOK YOUR SHOOT?

Personal branding sessions from £250.
Studio and location options across London.
Delivered within 5 working days.

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