

*Hajzman*

BRANDING PHOTOGRAPHY FOR WOMEN WITH A VISION WORTH SEEING

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# 5 Things to do before your brand photoshoot

*So your images actually convert clients*

A free guide for female founders, entrepreneurs,  
and leaders ready to be seen — on their own terms.

*hajzman.ch*

## *Before we start shooting —*

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Most of my clients come to their shoot with one question in mind: will I look good? That's the wrong question — and it's also the one that creates the most anxiety.

The right question is: will these images do the job I need them to do?

Personal branding photography isn't about looking impressive. It's about being recognisable. Trustworthy. Aligned. When your visuals are clear and consistent, the right clients find you — and feel like they already know you before they've spoken to you.

This guide gives you five things to prepare before your shoot so that what you walk away with is more than beautiful images. It's a visual presence that works.

— *Ivana*

## 01

### Get clear on what you want these images to do

Before anything else, ask yourself: what is the one feeling a new client should have when they see me? Confidence? Trust? Warmth? Expertise? That feeling is the brief. Everything — location, outfit, expression — flows from that answer.

Most people arrive at a shoot thinking about how they want to look. The women who get the most out of their session think about how they want to be perceived. Those are very different starting points, and they produce very different images.

#### QUICK TIP

*Write down 3 words your ideal client should feel when they first see your brand. Bring that list to your shoot.*

FROM THE JOURNAL

Read more: How to define your brand before a photoshoot → [hajzman.ch/journal](https://hajzman.ch/journal)

## 02

### Choose locations that tell your story

Your environment communicates before you do. A white studio says 'professional' but rarely says 'you'. The most powerful brand images are taken where you actually work and live — your office, a favourite café, a co-working space, outdoors, or even your home.

Think about where your clients might imagine you working. Where do you feel most yourself, most capable, most in your element? That's the location.

#### QUICK TIP

*Choose 1-2 locations max. More locations means less depth. One meaningful space always beats three generic ones.*

FROM THE JOURNAL

Read more: How to choose the right location for your brand shoot → [hajzman.ch/journal](https://hajzman.ch/journal)

## 03

### Plan your outfits around your brand, not your wardrobe

What you wear is part of your visual language. It should reflect the clients you want to attract, not just what you happen to feel comfortable in. That said, comfort matters — if you feel stiff or unlike yourself, it will show.

Aim for 2–3 outfit changes that feel cohesive. Avoid loud patterns or logos that date quickly. Think about colour: what palette already runs through your brand? Wear that.

#### QUICK TIP

*Lay your outfits out the night before. Try them on, move around in them, sit down. If anything feels off — swap it.*

FROM THE JOURNAL

Read more: What to wear for your personal branding shoot → [hajzman.ch/journal](https://hajzman.ch/journal)

## 04

### Prepare three sentences about what you do and who you help

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This sounds like business prep, not photography prep — but it's both. During your shoot, being asked to 'just act natural' while staring into a lens is one of the hardest things in the world. Having a few grounding lines ready — your elevator pitch, the problem you solve, the people you love working with — keeps you anchored to your purpose and makes your expression genuine.

Some of the best images happen when a photographer asks a question and the subject lights up answering it.

#### QUICK TIP

*Complete this sentence: 'I help [who] to [do what] so that [result].' Say it out loud until it flows naturally.*

FROM THE JOURNAL

Read more: How to prepare for a personal branding photoshoot → [hajzman.ch/journal](https://hajzman.ch/journal)

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## 05

### Let go of perfect

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The images that convert clients are not the most polished ones. They are the ones that feel real. A genuine laugh, a moment of concentration, the way you hold a coffee cup — these are the details that make someone feel they already know you before they've met you.

Trust the process. Trust your photographer. And remember: the goal isn't to look impressive. The goal is to be recognisable — as yourself, at your best, doing what you do.

#### QUICK TIP

*On the day: eat something, arrive a few minutes early, and give yourself 10 minutes to settle in before we start shooting.*



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*Ready to create images  
that work as hard as you do?*

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Book a free 60-minute brand discovery call.

We'll talk through your story, your goals, and exactly what  
your images need to do — before we ever pick up a camera.

**Book your free call → [hajzman.ch](https://hajzman.ch)**

Or explore more at [hajzman.ch/journal](https://hajzman.ch/journal) — where I write about  
branding, visibility, and what it really takes to show up as a female founder and leader.