

HOW TO TAKE INSTAGRAM PHOTOS that match your **BRAND**

PHOTOGRAPHY CHECKLIST + 5 TIPS

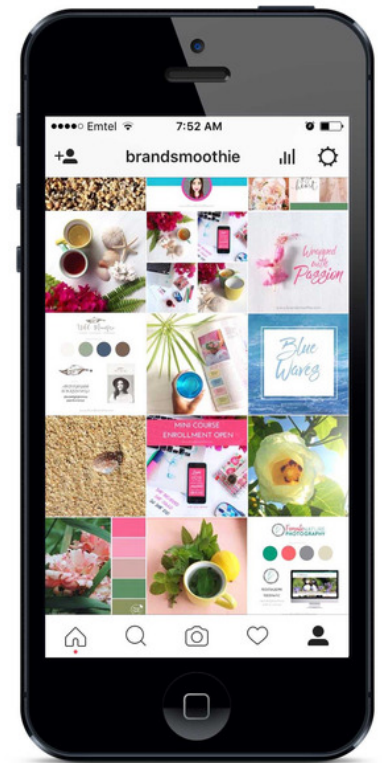


Taking photos that match your brand is absolutely **VITAL** when it comes to Instagram.

You want to be able to share images that communicate your brand story while being cohesive throughout your feed and attract the right audience?

I designed this Photography checklist + 5 tips to help you improve your Instagram photography and also to give you an idea of what my on-brand photo e-course is like. I will teach you how to take a "Creative workspace" photo with **your phone** and *props you most likely have around the house.

*Props are objects used to compose your picture



Hello & Welcome!



I'm Stephanie Manuel from Brand Smoothie. I am a Brand Specialist and Photographer, living on a sunny & inspiring tropical island. I help entrepreneurs to stand out online by communicating their personality and vision with colours, graphics and photography on their website and social media so as to attract quality clients and generate revenue

TIP 1 Set your Instagram photography goal

So as not to miss out some important details, we won't rush through the photography process but rather start with a little reflection and planning.

First we'll set your Instagram photography goal so that your feed becomes more interesting and cohesive. When the time will come to take pictures, it will be easier for you to represent the authentic story of your brand.

STUDENT INSTAGRAM PICTURE: BEFORE / AFTER

Visualize what you want to achieve for your Instagram photography



TIP 1 Set your Instagram photography goal

Think about the following questions and note down your answers or keywords:

- What are you actually sharing on Instagram?
- What do you like about the pictures that you share?
- What would you want to improve?
- When you see a picture on Instagram, what makes you wanna click, like, comment and follow?
- What type of follower do you want to attract?
- What pictures do you think that your target follower will want to see in your feed?

Your answers to the questions above are good guidelines for the following steps.

TIP 2 Seek inspiration

If I tell you “pink flower”!

What do you picture on the spot? I bet not a white flower, isn't it?



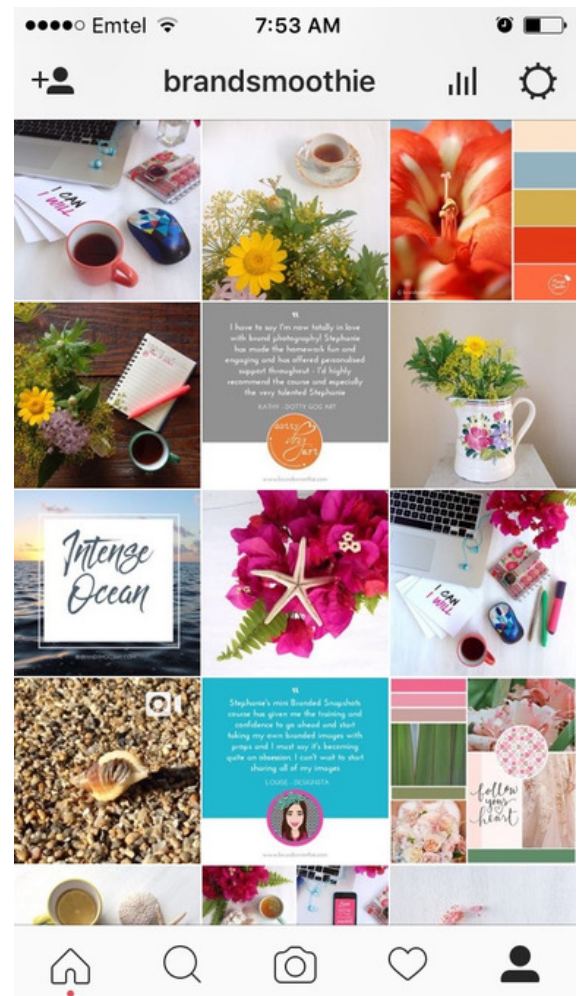
Have you noticed that when you set your mind on something, you will see it almost everywhere?!

In fact, as from that moment you are allowing everything around you to be sources of inspiration. You might even start noticing pink flowers in places where you least expect.

Tip 2 is about learning how to find, group and select inspiring ideas for your Instagram photography according to the goal you've set in TIP 1.

TIP 2 Seek inspiration

Note that when you'll seek for inspiration, you might start thinking about comparison but it's really not what we will be doing. Without the right inspiration, your mind will go blank and the content creation process can be much more difficult. I've been there and it's quite frustrating.



Looking for Inspiration is NOT comparing or copying. It's a way to help you get clear on what resonates with you so as to CREATE your own inspiring style.

TIP 2 Seek inspiration

Here's what you can do to start gathering inspiration:

(1) Look for 3 Instagram accounts that inspire you as per these 3 points:

- > Colour (are you more attracted to warm or cold colours)
- > Content (text on designed post or interesting caption)
- > General vibe (pictures that helps to cheer you up or make you feel calm)

Explore these accounts and note down what you really like about them.

(2) When you are working, where is your "creative space" located? What inspiring element do you like to have around you?

(3) When you are in nature, what will mostly attract you? The natural light, the colour of a leaf, the texture of a tree,...

Enjoy being more intentional when seeking inspiration during the day.

TIP 3 Know your brand to gather your props

When it comes to create anything visual so as to communicate about your business, know that **BRANDING** is **THE** foundation step on which to build your success.

When you are clear on your branding elements (colours, fonts, patterns, textures), they will guide you to gather your props so as to take captivating and cohesive pictures.



Props Checklist

"Creative Work Space"



- > Earphone
- > Inspirational cards
- > Mini glass vase
- > Flowers
- > Watch
- > Mouse
- > Cup of tea/coffee
- > Laptop
- > Pen and highlighter
- > Notebook

OTHER *PROPS IDEAS: look on your desk

Props Checklist

"Creative Work Space"

Picture of
MY PROPS FOR
"Creative work space" Theme

TIP 4 Bring in the light

Light is the most important tool in photography and using natural light is much more interesting. It gives your pictures that authentic touch making your props stand out and this kind of detail resonates with your viewers.

If there is poor natural light in your home, there are other ways that you can bring more light in your Instagram pictures:

(1) Using a mat plain white background on which to display your props (white table, white wooden board, white paper, white cloth,...)

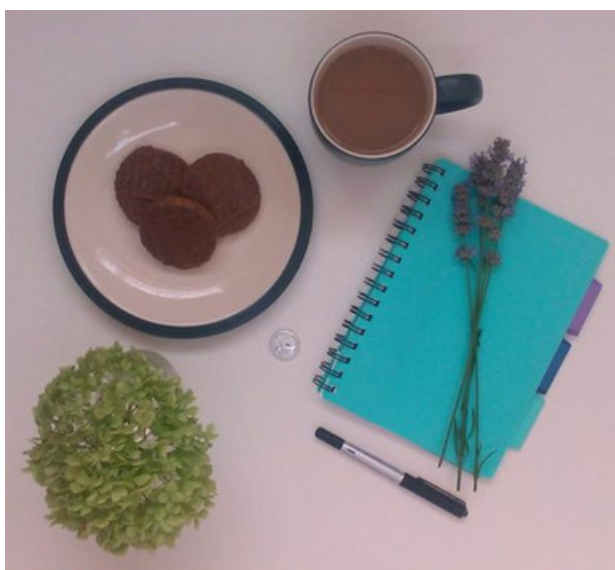
(2) Using white surfaces to bounce extra light onto your props. These tools are what we call reflectors. (white wooden board, plain mat white paper, white cloth, white core foam board,...)

TIP 4 Bring in the light

(3) Photo editing apps

If you haven't been able to capture enough light when taking your pictures, you can do so during the editing process. Below is a picture taken by one of my students where you can see the difference after editing.

The photo editing app used is called **Picmonkey**. There is a desktop and a mobile version. It is a free photo editing app.



TIP 5 Compose your visual story

Now it's time to TAKE ACTION!

You'll put together all that you've learned in the 4 previous tips by composing your visual story and making sure that it matches your brand.



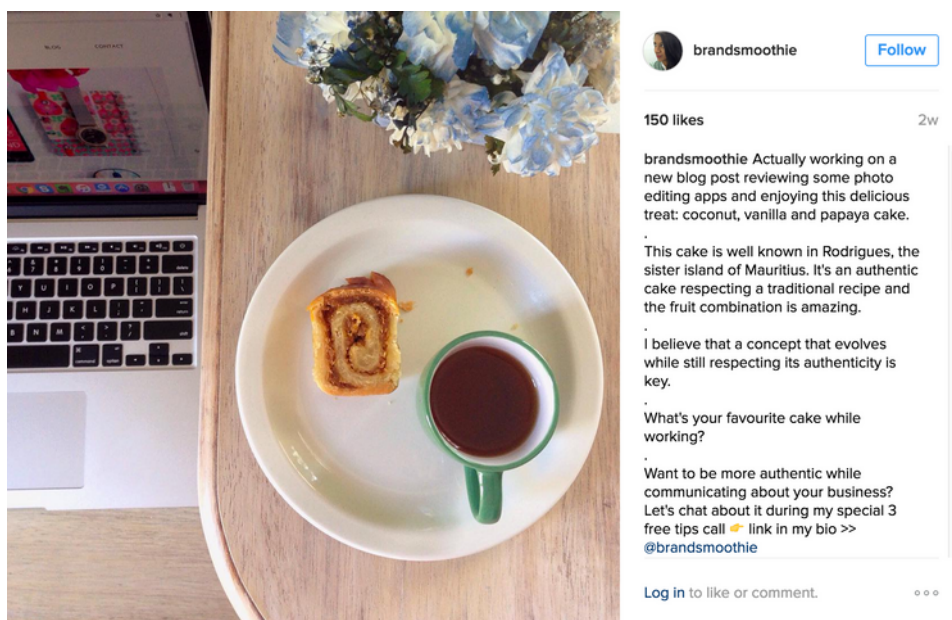
"Creative workspace"; who can't relate to this theme as a small business owner?! So unleash your creativity by revealing how a lovely mess or a well arranged space helps you create wonders in your business. The way that you display your props can either be one of those 2 styles:

- > **Neatly organized flatlay**
- > **Lifestyle nearly natural composition**

TIP 5 Compose your visual story

Here's a post from Brand Smoothie Instagram feed.

I took this "Creative workspace" on-brand photo one morning during my tea break to share an interesting tip about authenticity and branding concept. I displayed the props in a way to bring focus on the cake so as to tell a story.



Progressively as you'll pay more attention to props that matches your brand or a situation while working that inspires, it'll become a good habit to compose and share your story visually.

> LET'S CONNECT <

I hope you've enjoyed all that we've explored about on-brand photography and are motivated to implement the tips.



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If you have any questions or suggestions, do send me a message on

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