

Ginger Liemohn

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Beyond the Headshot

STYLE GUIDE ROADMAP

I got you. You are standing in the middle of your closet pulling out shirts, slacks, skirts, & scarves. Confused as to what will be “right” for your next **headshot or personal branding** photo session.

This is your guide to understanding not only **WHAT to wear**, but **WHY you will wear it**. How do you want your **ideal client to feel** when they see your images? Your clients are attracted to your **visual energy**.

I got you.





I'M YOUR GUIDE



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YOUR **VISION** CONNECTS TO
YOUR **BRAND**

YOUR **BRAND** CONNECTS
TO YOUR **CLOTHING & VIBE**

**BACKDROPS, HAIR,
MAKEUP, &
ACCESSORIES, OH MY!**



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YOUR VISION CONNECTS TO YOUR BRAND

YOUR BUSINESS HAS A “WHY”

That purpose is an important starting point before we pick wardrobe items or start filling up your cart at your favorite online retailer. **Tell me in one sentence.**

THE VALUES OF YOUR SMALL BUSINESS

The mission of your small business will influence the “vibe” of your of your photo session. **Give me 3 value words** that a 5th grade would know.



YOUR IDEAL CLIENT

Describe your **niche** to me so that I start to understand your ideal client. **In one sentence, please.**

YOUR CLIENT HAS A PROBLEM TO SOLVE

OK, face it. Your client has **SEVERAL problems and needs**, and they are coming to you, otherwise they would probably solve them on their own. However, I want to understand how you **SERVE your client**.

Boil it down. Trust me. I promise I will get to what to wear. Feel the anticipation yet?



THE SOLUTION

YOUR CLIENT LOVES WHEN YOU SOLVE
THEIR PROBLEMS.

READY. SET. GO

Tell me what you provide your client. **It can be a list.** Or a plan of action. Write it however you'd like...as a poem, an email, or draw it for me.

When I have a clear understanding of the **value and service** you provide your clients, then I will understand your brand.

Now **we are getting somewhere.**



FEELINGS

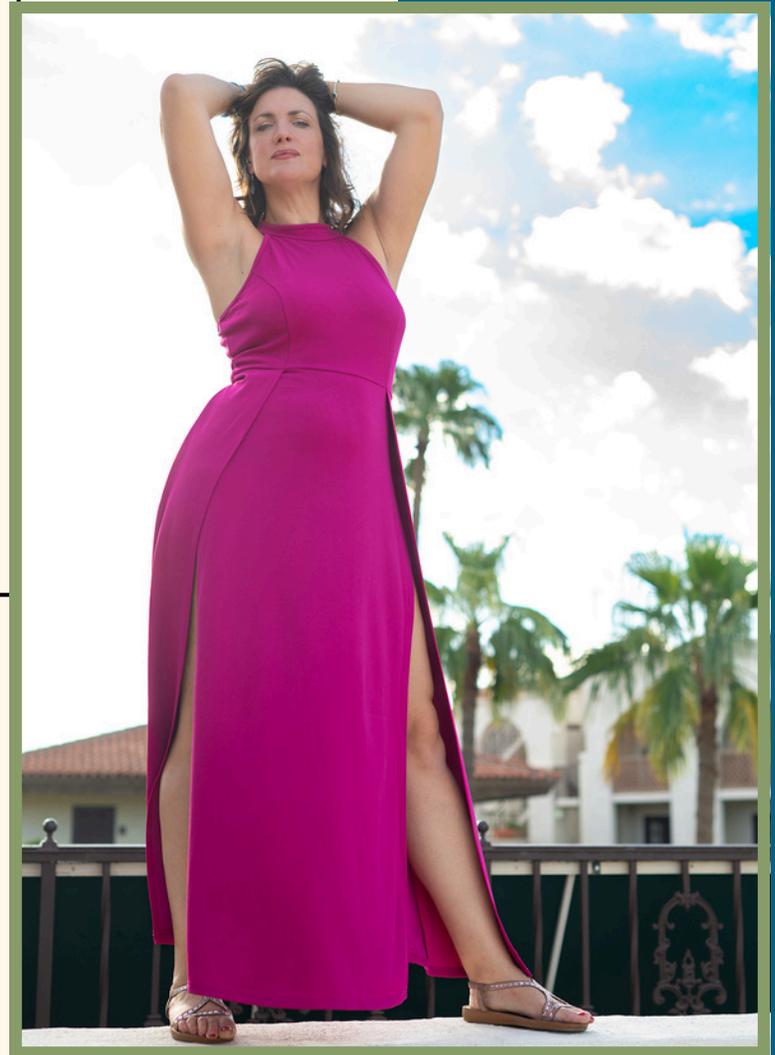
Your **client wants to feel a certain way** when they work with you.

Are they being entertained? Comforted? Educated? Pampered? Or are you literally doing something they detest and they love that you love it?

Yes, you guessed it, tell me the **top 3 feelings!**

COLORS

Tell me **why you chose your brand colors**. If you don't have branding colors, no worries. You don't have to be a color theory expert. **I got you.**



YOUR BRAND CONNECTS TO YOUR CLOTHING

THE VIBE

Your **brand is going to drive what you wear** to your photo session. Why?

Because we will convey **a different story** if we are a yoga instructor in the fitness industry compared to being a therapist in the healthcare field.

Right?

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DRESS CODE

How do you look when you work for your client **in person**? (Not those late nights hunched over a laptop eating microwave popcorn.)

Even if you are solo entrepreneur, you have a “dress code” of **how you expect your best self to look in front of your ideal client.**

COLOR PAIRING

This doesn't necessarily you can only wear hot pink if your primary brand colors is pink. Breathe. **Pair neutral basics with pops of color** or print to add visual interest.

ACCESSORIZING

Experiment with **layering pieces** to create different looks while at your photo session.



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WHAT ARE NEUTRAL BASICS?

NEUTRALS ARE YOUR FRIEND

Beige, taupe, gray, cream, brown, black, and white are all neutrals. While they don't appear in the color wheel, they make all those other colors "pop." **It's their super power.**



SMART CASUAL

Forget “business casual.” Think “**smart casual**” like jeans, blouses paired with comfortable, stylish shoes. Typically **darker wash jeans without any rips** are the best on camera. Shoes matter when we do personal branding, Senior, and Family portraits.



BACKDROPS, HAIR, MAKEUP, & ACCESSORIES, OH MY!

BACKDROPS MATTER

Some industries demand a basic backdrop. Others allow more creativity. Backdrops are part of the **storytelling** that is embedded in your **brand**. Do you need an indoor office setting? About town? In nature? Or all three? **We will make it happen.**

GOOD HAIR DAY

If **your hair is the way YOU like it, you can feel invincible**. That's why I recommend tuning into your inner voice. Can **only you do your hair**? Or do you need to stop by a **dry bar** before coming to the photo session? Or want me to hire a **hair stylist to be onsite for your session**? All viable options!





GROOMING AND MAKEUP

Allow that “fresh” haircut to grow out a little bit for a more authentic look. As far as makeup goes, you don’t need more than you usually wear. You are not “on stage” even though it might feel like it. I can hire a makeup artist to give you a “natural look” of your best self, just let me know!

GROOMING

Men, your **beards** can have a life of their own! What is your vibe? Wild & wooly or clean & neat?

NOSE/EAR HAIR

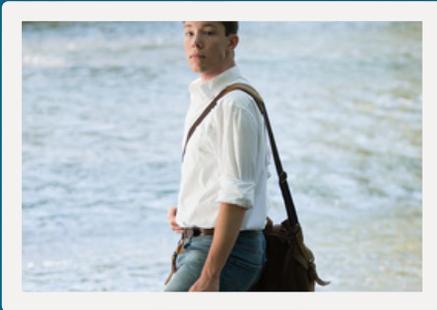
It doesn’t look good on anyone.
Enough said.

MAKEUP

A **matte** finish is best with limited shimmery-ness. **Lip gloss is popular** but for a timeless look, go with a matte lipstick.

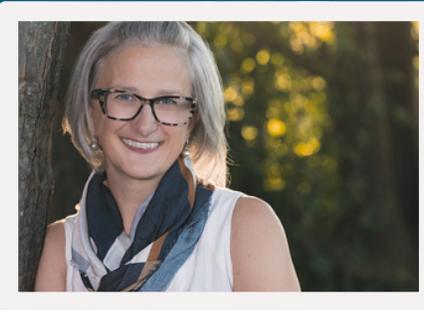
BAGS

A bag can **convey a vibe**.
Imitation is the best form of
flattery.



SCARVES

Scarves are colorful but a bit
tricky. We want to show off
your **style** but **not look like**
you are hiding anything.



JEWELRY

Jewelry **accentuates** your
style. We just don't want it
to distract **attention** from
your face.



FEELING EMPOWERED YET?



HOW DO YOU WANT THEM TO FEEL?

Staying informed on current fashion trends is only important as it **relates to your ideal client**. Start with items in your closet and look at them through the lens of this Style Guide. Add stylish/**trendy items as they fit into your vibe**.

CLIENT STYLE CLOSET

During the pandemic I started building a “Client Style Closet” that clients can **supplement and “check out”** for their photo session. Convenient and no extra fee! And all items have been **catalogued and photographed!**



STYLE CONSULTATION

Ginger will meet with **you one-on-one BEFORE the session** on Zoom or in-person to make sure you are photo-ready for your headshot or personal branding session. She will blend **classic elements** with some **trendy items** to create a stylish, professional look for you!

THANK YOU



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