

SNAP YOUR BEST SELF – A GUIDE TO SUCCESSFUL PORTRAITS

Practical tips for preparing for your photoshoot, brought to you by Keksi Agency

Got a photoshoot coming up?

Most of us will find ourselves in front of a camera at some point for work. And let's be honest – not everyone loves being photographed. That's why we created this handy guide for anyone looking to capture their best self, even if the thought of posing makes you a bit nervous.

Be kind to yourself

We see ourselves in the mirror every day. Cameras show us a different angle, which can feel unfamiliar. So if you think you look "weird" in photos, you're not alone! Trust us when people say you look great – you do. It might just take a little getting used to. Your mirror reflection isn't the only version of you, and certainly not the best one.

Trust your photographer – it pays off!

A professional photographer knows how to guide you, listen to your preferences, and create a relaxed atmosphere. They're experts in lighting, angles, backgrounds, and all the little details that make a photo shine. They'll take plenty of shots to find the one that truly captures you at your best. The more you relax and trust the process, the easier it is to get that winning photo.

Have a nice photo shoot!

The Keksi team





A skilled photographer knows how to guide you, choose the best angles, and create a relaxed atmosphere. Their job is to make you look your best while handling all the technical details.

Enjoy the collaboration—you're in good hands!

What to wear?

Comfort is key: Wear clothes that feel good and fit well. Make sure they're clean, wrinkle-free, and appropriate for how the photo will be used.

Neutral is nice: Season-neutral outfits ensure your photos stay versatile year-round.

Bring options: Pack a few tops (shirts, blazers, cardigans) to mix and match. If you're in a group photo, coordinated colors help create harmony.

Accessories: Scarves, ties, or subtle jewelry can add a personal touch. Just bring a few choices along.

Avoid busy patterns: Simple, solid colors photograph best. Strong prints or textures can be distracting, especially in small images or outdoor shots.





Detailed tips from our stylist

1. Choose clean, lint-free, and ironed clothing that fits comfortably. Avoid tight outfits; a little looseness often looks flattering in photos.
2. Avoid sheer fabrics. Smooth, skin-toned or dark undergarments are the least visible. Lace or strong cuts can show through even thick fabrics. Men should opt for structured underwear and a sleeveless undershirt that matches the shirt color. T-shirt styles can sometimes create visible lines, even through suit fabrics.
3. Keep it simple and solid: Clear, single-color outfits work best. Busy patterns, heavy textures, and intricate details can appear distracting, especially in small images or outdoor settings.
4. Monochrome outfits elongate and slim the silhouette, while multicolored ones can emphasize different body parts. A stylish option is a suit and shirt in varying shades of the same color or a knit sweater with a blazer paired with different-colored trousers.
5. Crisp lines and structured materials add polish and presence to your look.
6. Classic colors are a safe bet: Shades like off-white, gray, and beige are often more flattering on camera than black, navy, or pure white. Very dark clothes can cast shadows on your face, and bold colors might reflect onto your skin.
7. Accessories add personality: Scarves, ties, or subtle jewelry can bring color and character to even formal photos.
8. Glasses may cause reflections. Be aware that blue light-blocking lenses can create color distortions in images.



Grooming tips

Hair: Clean, dry hair works best. Use minimal styling products to allow for quick adjustments.

Makeup (if you use it): Apply a bit more than usual. Photos tend to soften makeup, so there's little risk of overdoing it. A touch of powder helps reduce shine.

Bring essentials: Pack lip balm, a hairbrush, and any makeup for quick touch-ups.

Professional help: Not a makeup pro? Consider hiring a professional makeup artist or request one through the shoot organizer. A polished look can work wonders for your confidence and make you glow on camera.

If only a quick touch-up session is booked, moisturize your skin beforehand and apply a light daytime makeup in advance. Avoid powdering under your eyes so the makeup artist can easily apply concealer or make adjustments if needed.

Posing pointers

No need to be a supermodel! Your photographer will guide you. Here are a few simple tips:

Good posture matters: Stand tall with shoulders relaxed. A slight nod toward the camera (just a little!) works wonders.

Hands: Think about where to place them. Hands in pockets, gently on hips, or holding a coffee cup or notebook can look natural.

Smile! Even babies know it: we look our best when we smile. Not feeling it? Smile at the photographer's ears – sounds silly, but it works!

Be yourself: Let your personality shine. This is your moment!



Practice makes perfect

Try a few poses in the mirror beforehand. Yes, it might feel a bit silly, but it can make a world of difference! Here are some detailed tips to help you prepare:

Shift your weight: Stand with your weight on one leg and slightly angle your body to the camera. This creates a more natural and flattering posture.

Experiment with arm placement: Rest your hands lightly in your pockets, place them on your hips, or hold a familiar object like a notebook or coffee cup to ease tension.

Test different facial expressions: Try soft smiles, broad grins, and neutral expressions. See what feels most like you.

Practice sitting poses: If you might be seated, sit upright without leaning back into the chair. Keep your back straight but relaxed.

Play with angles: Turn your shoulders slightly and tilt your head gently. A small change can enhance your features.

Check your posture: Imagine a string gently pulling you upward from the top of your head—this helps keep your stance confident and comfortable.



Arrive a bit early to settle in. Avoid scheduling anything stressful right before your shoot.

SEE YOU IN FRONT OF THE CAMERA!

Got questions? Let us help.
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