

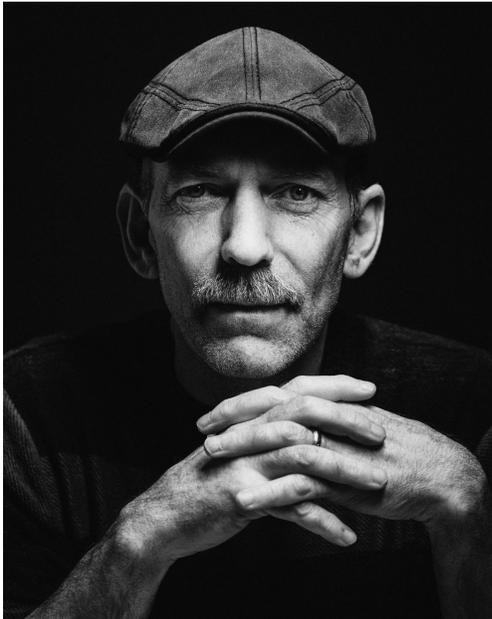
## 5 Steps to Looking Great in Every Photo





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Every day, I hear from clients who worry that they “aren’t photogenic.”



Hi, I’m Ron Clifford, a portrait photographer from Newmarket Ontario, just outside of Toronto, Canada.

The truth is, with a few pointers, everyone can look fantastic in pictures. To help you get a head start, I’ve put together this free checklist.

It’s my hope that this list helps you prepare for your next photoshoot and sets you up for success. It’s what I share with my clients and I hope you enjoy it as much as they do.

- Ron

## 1. Consider your clothing



In photos, clothing is all about storytelling. What kind of person do you want to be seen as? Is this a professional shoot? Glamorous? Whimsical? What kind of outfits will achieve the right look? Here are some things to keep in mind:

- Subtle, muted colors generally look nice on camera. Avoid patterns.
- Consider the outfits of your whole group. They don't have to match, but they should look good together
- Bring a variety of outfits. Choice is a good thing! Your photographer can help you pick what looks best
- Hang, press, or steam clothes and take care when transporting them (wrinkles can't always be photoshopped out)
- Pick up a couple of garment bags from your dry cleaner or Amazon to help keep your clothes fresh in transit

## 2. Opt for Subtle Makeup



Makeup is so important for a photoshoot. Studio lighting and camera flash can wash out your face, so it's important to add some definition back in using makeup. I recommend booking a makeup session if your photographer doesn't already include one. Keep in mind:

- Subtle and natural often works best
- Opt for little (or very light) cheek sculpting. On camera, sculpting can often look like bruising, and we certainly don't want that!
- Communication is key - bring images of the kind of makeup looks you like so that you can communicate with your makeup artist just how much is right for you

### 3. Book a hair appointment, but not a haircut



Like makeup, hair is a key element of your portrait session. I recommend booking a hair appointment if your photoshoot doesn't include one. Keep in mind:

- Ask for extra hold if you're having your hair done at the salon or outside of the studio session
- Don't have a haircut right before your shoot, especially if you're prone to not liking your hair right after it's been cut. I recommend waiting a couple of weeks between a haircut and a photoshoot.
- Don't try any brand new colors just before your shoot. The aim is to look natural and like yourself.

#### 4. Give your nails some TLC



Nails are so often overlooked, but the small details really stand out in a photo. To get the best photo, I recommend...

- Neat, nicely trimmed nails
- Understated and neutral polish. We want the focus to be on you, not your manicure.
- Kids often need a little extra scrubbing under the nails
- Gel manicures last much longer than regular if you're prone to chipping

## 5. Plan for Glasses Glare



If you always wear your glasses, here are some tips for avoiding the glare that often shows up in pictures:

- Many styles of glasses can be photographed with little glare in the if the lighting is done right. However, not everyone is skilled at lighting glasses, so it's best to mention it to your photographer ahead of time.
- Some anti-glare coatings on glasses can have a strong green cast when photographed. To avoid this, have the glass removed from your frames temporarily, or pick up a pair of frames with no lenses to wear for your shoot!

## The one weird mistake that no one is talking about (and how to avoid it!)



No-one ever talks about body hair in portraiture. We're going to fix that right now.

We usually don't notice non-head hair, but when there's a nice, crisp HD image from a photoshoot to look at it can really stand out.

As a photographer, I want you to adore your images. This means talking about everything that will help us create great images together, including the less glamorous stuff. Plus, the less photoshopping we need to do, the happier your budget will be!



So, here's the deal:

### **1. Tweeze stray facial hairs**

We all have 'em - men and women alike. Upper lips, noses, ears, chins... it's always a good idea to take a close look with a pair of tweezers before your shoot. In some cases, waxing a couple of days beforehand is the best option. Please don't do this too close to the shoot, though, especially if you're prone to redness or irritation.

### **2. Consider waxing arm hair**

If you will be bare armed in your photographs, you may want to consider waxing your forearms, especially if you've been unhappy with how photographs have turned out in the past.

### **3. Avoid unruly eyebrows**

Guys, husbands, dads, grandpas... sometimes the male eyebrow can get a little unruly. A lot unruly, actually. Gents, consider a light trim a few days before the shoot or ask a spouse or friend to pluck the ones that are growing where they ought not to. Wild eyebrows are better suited to wizards and historical documentaries. Just sayin.'

## Next Steps



I hope you enjoyed this guide and found it helpful. If you are in the Newmarket Ontario or Toronto area, I would love to talk to you about being your photographer. You can view my packages and rates at [ronclifford.com/packages](https://ronclifford.com/packages).

**To book a photoshoot or ask any questions, please email me at [info@ronclifford.com](mailto:info@ronclifford.com). I'd be happy to hear from you.**

Thank you and best wishes for your photoshoot,

- Ron Clifford