

How to Prepare for your Shoot

There's a ton of information here, but if you have any specific questions that aren't covered here, be sure to check out [our handy FAQ](#) or [send us an email](#).

PREPARING FOR WEATHER

As we shoot 100% outdoors, preparing for bad weather is a must. Don't let light or even moderate rain ruin your shoot.

Grey/gloomy days are actually phenomenal for shooting because the light is more soft and even. Plus, it adds a bit of dramatic effect to your photos.

Be sure to bring an umbrella, but we'll also utilize walkways, arches and more to keep you dry. If the rain really picks up, we'll venture inside to local coffee shops.

So bottom line is... unless there's a tsunami warning, don't let weather stop you from enjoying your shoot! We'll get great shots no matter what.

POSING PREP

If this is your first shoot, don't sweat it. Almost every single client we work with has never had a photoshoot before, so we've become quite the experts at working with beginners.

Your photographer will guide you through the entire shoot.

Trust me when I say that you don't need to be a pro model to get incredible photos... but if you want to get comfortable with posing ahead of time, [check out this basic posing guide](#) to see what kinds of poses you'll be doing.

HAIRCUTS

If you're going to get a haircut, consider getting it cut a few days in advance. In some cases, hair might take a few days to 'fill in' from a fresh cut.

WHAT TO BRING & WEAR

You have free rein over what outfits you want to wear, but I'll give you some recommendations based on what we've seen work well before.

If you want to jump straight to visual examples, [this article](#) has been voted the most helpful (from our male audience), and [this article](#) has been voted most

helpful (from our female audience).

1. Date Night: This one is pretty straight forward - pick an outfit you would wear on a first date. **Guys**, a decent button up shirt and dark jeans works well here. Add in a watch and belt for flair. **Girls**, chances are you have a favourite outfit for just this occasion... but wear something fun, flirty and classy.

2. Saturday Vibes: What would you wear to meet with your friends for lunch on a Saturday afternoon? We're going for Saturday casual vibes here. Sweaters, cardigans, dressy hoodies, denim/leather jackets work well here. If you have a go-to casual outfit (ripped jeans, t-shirt) that you feel extra comfortable in, wear that.

3. Wild Card: This one is totally up to you. Some people bring something a bit more dressy so that it can double as a LinkedIn photo, and some people bring props to show off their personality (boxing gloves, guitar). Just keep in mind that the props will be used in a non-obtrusive way (ie. you won't be wearing the boxing gloves, they'll be sitting next to you slightly out of frame... much more subtle).

OUTFIT CHANGES

If you purchased the **Pro** or **All-Star** package, you'll get to bring a few outfit changes to give you even more options with your photos. Bring all your outfits in a large purse, duffel bag or backpack. As a bonus, using a bag/duffel during certain shots for your photoshoot can actually work really well to make the photos look even more authentic/natural.

Feel free to ask your photographer for opinions on what outfits/shirts/pants work best. They might not be fashion experts, but they'll help you the best they can.

You'll be doing all the actual outfit changes in the public washroom of a local cafe in the area. It's a little more tricky during COVID, so worst case scenario, be prepared to do an outfit change in your car.

ONE LAST THING...

The most important thing I want you to remember is not to stress about it. This is going to be a lot of fun, so please don't overthink it!

Trust me, when you get the photos back and you see how incredible you look, you're going to be thrilled. I think that's it! If there's anything missing here, be sure to let us know.

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