

GERRI CAMPBELL BRAND PHOTOGRAPHY'S

# *GUIDE ON*

**HOW TO TAKE GREAT  
PHOTOS ON YOUR SMART  
PHONE SO YOU DON'T NEED  
TO HIRE A PROFESSIONAL**



# Hey Business Owner

I'm Gerri Campbell



Owner of Gerri Campbell Photography - visual story teller for creative business owners just like you.

Having professional looking brand photographs nowadays is a no brainer - right?

The power of really strong business photographs is PRICELESS.

Do you want to make your business imagery POP but right now you can't afford the investment of a professional photographer?

Worry not!

My TOP TIPS will definitely take your photos from MEH! to YEAH!

So grab your phone and let's get started

*Gerri*



# MY GUIDE



# 1. USE NATURAL LIGHT

Natural light is the BEST form of light for your photographs and even better - it's FREE!

HATE the way you look in your photos?

Natural light is the most flattering light you can use for photographs of yourself. Turning towards the light will be the cheapest face lift you will ever have.

- skin looks smoother
- catchlights in your eyes making your face more alive
- you will look 10 years younger!

Give it a try.

## **BADLY LIT PHOTOS MAKE YOU LOOK UNPROFESSIONAL**

Using natural light will make your business photos look much more professional with a consistent look.

Don't have natural light in your workspace? Then set up a workspace closer to the window or take items outside and photograph them there.



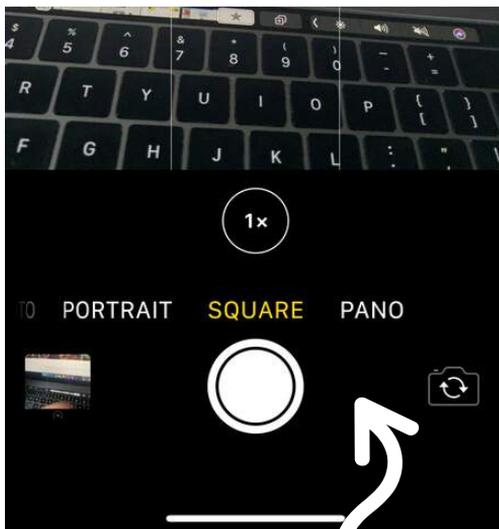
## 2. USE THE SQUARE FORMAT ON YOUR PHONE WHEN TAKING PHOTOS

Have you ever set up photographs for your business and then realised you need to crop it square for insta?

And by cropping it square, you lose certain elements that you wanted in the photos in the first place?

By changing your camera setting to square you can see exactly what is in your photograph and you can decide to move closer/further away to get it exactly the way you want it before you even take the photo.

Plus square format works on all social media platforms not just insta!



# 3. CLEAR THE CLUTTER

Nothing screams amateur and unprofessional more than photographs with messy, distracting backgrounds.

They look like snaps!

To avoid this, look around before you take your photo.

Move things away/clear things out of shot.

Check for stray computer/phone leads in the background.

Only have in your photos, what you want people to see and what adds to your photo.



# 4 USE YOUR BRAND COLOURS

Do you have brand colours but you have no idea how to use them in your photos without it all being a bit.....in your face!

Just think less is more.

Use props in your photos that are in your brand colours

A pen

A mug

Flowers in the background

A notebook

A top you are wearing

This is a really subtle way of keeping your photos on brand without always using your logo!



# 5. LAYFLATS

You may not even know what a layflat is but you have definitely seen them.

They are the perfectly curated images used on insta that are taken from above.

You know the ones?

I don't use them much but I know lots of businesses that love them and use them very well

Here are my tips on how to use them strategically 😊

- Think about what story you are trying to tell
- Once you have decided, use items that relate to this story
- Use smaller items in your brand colours to fill the spaces in your brand colours
- Put your business card somewhere showing your contact details.
- Play around with the layout until you get one you like
- The photo needs to be taken from above so the easiest thing is to place them on the floor near window light
- For the background you can use wood, tiles or even better go down to your DIY store and get some wallpaper samples - using brand colours of course! 😊



# 6. BE CONSISTENT

Do you want to have your photographs to have a studio look or more of a lifestyle, environmental look?

There is not a right or wrong answer here but whatever one you choose, make sure you are consistent and your photos are on brand.

Lifestyle?

Take photos of your products in their natural environment.

eg if you are a florist, have a vase of beautiful flowers sitting on a kitchen worktop.

Studio?

Use plain walls, wooden floors, white tiles etc but just keep it very streamline and clean 😊





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PHOTOGRAPHY

My

*HOW TO BE YOUR OWN BUSINESS*

*PHOTOGRAPHER*

course is just what you need and it's only **£49**

- Easy to follow Bitesize videos including how to look good in your photographs
- Right and wrong examples so that you get photos you are proud to share
- Private Facebook group with full support

[CLICK HERE TO  
FIND OUT MORE](#)

**What does vibrant, on brand imagery, full of your personality, do for your business?**

- helps you stand out from your competitors
- storytelling photographs is the easiest way to build a connection with your audience
- creates more engagement
- builds trust
- increases your followers
- increases your sales

# GERRI CAMPBELL PHOTOGRAPHY

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Do you work on your own?

Do you miss the chat and laughs you had with work colleagues?

I do too and that's why I created my Facebook group, The Virtual Coffe club

It is a place that you can drop in anytime and start a conversation about anything you want.

- Something you are working on and you would love another pair of eyes on
- Something funny that happened to you
- Something that annoyed you

[JOIN MY GROUP](#)





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