

Calling Your Shots



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**31 PHOTOS YOUR BUSINESS NEEDS
TO STOP PEOPLE IN THEIR SCROLL**

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You call the shots...

If you have your own business or brand, YOU call the shots. And some of the most important shots are the ones you use in your marketing (see what I did there?)

All puns aside, visual branding in the form of your social media, website, and marketing images, has taken on a mind of its own in the last few years.

Like it or not, there is a HUGE need for images of YOU that invoke trust from your audience.

You want images that show off who you are, what your business is about, and encourage people to know, like and trust you.

I've been a photographer for 11 years and I have worked with hundreds of high-level business owners, online marketers, and influencers.

After a few years, I began to notice a trend...my clients were choosing the same types of images again and again. Why? Because they were the images that best showed their personalities, got the most interaction, and led to ideal clients and more sales.

Because I am on a mission to help as many entrepreneurs and business owners as possible nail their visual branding, I compiled all of those "shots" into this PDF for you!

Now you'll never wonder what you should do during your next shoot, or be without the images you need for your visual branding!

Share with your photographer or have a friend shoot these for you. And remember, have fun!

Here's to your success!

erin blackwell

1

THE HEADSHOT

A traditional headshot is from the chest or shoulders up. Sit or stand up tall. Turn your body 3/4 and bring your chin around to the camera. A genuine smile is best. Great for LinkedIn and business cards.



2

THE POWER POSE

This one packs a punch! Lean on a desk, table or back of sofa. Create a pyramid with your fingers to ensure your posture stays straight. Bend one knee and put all your weight on the back leg. A hint of a smile or serious face is best. Great for marketing and your website.



3 THE LAUGHING SHOT

Everyone's favorite shot. Standing, sitting, leaning...looking at the camera or looking away. The trick is to fake laugh out loud, then the REAL laugh will come. Make sure you don't bring your chin in or throw your head back. Great for social media, ads, and your "about" page.



4 THE COUCH SHOT

Casual and fun! Sit on the front edge of the couch with your legs down or criss-crossed up on the couch. Put your elbow on your knee and lean your head onto your hand. Keep your hand on top of your hair. Smile! Great for social and your website.



5 THE LAPTOP SHOT

While you're on the sofa, grab your laptop or tablet and take a few shots "at work." Tilt your upper body forward. Remember to smile. Perfect for social media and your website.



6 THE HANDS TYPING SHOT

This shot has SO many uses! Shoot it from above. Be sure to actually type, or it will look stiff and fake. Use for social media, contact page and marketing materials.

7

THE LAID BACK LAUGHING SHOT

Lay back against the arm of the sofa, knees bent, chin up. Look up and laugh! Great for social media, ads and your website.



8

THE LAID BACK SHOT

Leaning on one arm, with one leg bent, relax on your sofa. Look at the camera and smile. Great for social media and your website.

9 THE ELBOW CUP SHOT

Stand up tall, cup one elbow and put the opposite hand in and up. Tilt the shoulder of the cupped elbow down and turn your upper body slightly. Smile! Great for LinkedIn, business cards, your about page, or e-mail signature.



10 THE LEAN & LAUGH SHOT

Touch your butt to a wall, put your hands behind you and lean forward. Laugh and look at the camera or to the side. Perfect for social media and your website.

11 THE CELEBRATION SHOT

Another shot with many uses. You can cheer with hands up, hands down, dance, grab some champagne, use confetti, etc. This is a fun shot with BIG emotions so don't be afraid to go for it! Great for announcement marketing, ads, and social media.



12 THE CONFUSED SHOT

Hands out in disbelief. While you're doing this one, think in your head (or say out loud) "What the heck?" and you'll get the perfect facial expression. Perfect for posts and ads about doing things differently/what to avoid.



13 THE THANKFUL SHOT

Lean forward, clasp your hands together, eyes closed, chin up and hug into yourself while you smile! Great for posts thanking your audience.



14 THE EXCITED SHOT

Hands up, BIG excited face. Keep your chin out and down. Great for ads, posts, and marketing announcing something new.

15 THE POINTING SHOTS

Perfect for running ads! Point to the side, up and down. Vary your facial expressions and where you look. Perfect for ads and IG stories.



16 THE MYSTERY SHOT

Hands over your mouth and BIG eyes because you have a secret to tell! Great for ads and social media posts where you have something new in the works.

17

THE LOOK DOWN & LAUGH SHOT

Sitting or standing, look down and laugh or smile. A great shot if you are shy! Great for social media, posts, your website, and marketing.



18

THE WALKING SHOT

You can take this from the side or the front. Stand tall and as you bring your leg forward, keep your toe pointed. Perfect for social media posts about the future, looking forward, etc.

19 THE COUNTER SHOT

Sit on the edge of a kitchen counter. Sit up tall, arms straight next to you, lean your upper body forward and keep toes pointed. Great for the "about" page on your site, posts with facts about you and your e-mail signature.



20 THE BED SHOT

Sit up tall on your bed. You can surround yourself with books, your laptop, or cell phone. Perfect for social media posts about what you're reading or working on and marketing materials.



21

THE SPEAKING/ TEACHING SHOT

This can be taken during an actual teaching scenario or set up to look real. All you need is a plain wall or whiteboard behind you and a few people at a table in front of you. Don't have any people? You can get a shot of just you talking and looking off camera. Great for your site, marketing, ads, and social media.



22

THE CLOSE UP SHOT

Chest up or closer, this is a true close up of your face. You can laugh, smile or be serious. Serious shots can be used when you're talking about a serious topic or want to pattern interrupt your social or ads.

23 THE MIRROR SHOT

Even if you aren't an influencer this is a great shot to have! Stand in front of the mirror with or without your phone. This can be taken selfie style too. Perfect for social media talking about your routine, reflection, etc.



24 THE SELFIE

The tricks to a great selfie are, face the window light, hold your phone slightly above your eye line, stick your chin out and down and turn your head ever so slightly. Great for social media and ads. DON'T use on your site, signature or marketing.

25

THE FAMILY/ PET SHOT

Your audience wants to get to know your family and pets, so grab some posed or candid shots of either/ both. Great for social media, ads and your "about" page.



26

THE DOOR SHOT

Doorways are fun and offer some good variety for posing. Lean your back, your shoulder or your elbow on the doorway. Keep one knee bent and stand up straight. Perfect for social media, ads, your website, e-mail signature, and marketing.



27 THE IN-BED SHOT

You can take this alone or with a friend. You can hold a coffee cup, cover your face with your covers, or peek out from behind the blankets. Perfect for social media posts about your morning routine, sleep habits etc.



28 THE HAND SHOT

Studies show hand shots perform really well on IG. Keep your background plain and light and grab a bouquet of flowers, a drink, a book...really anything! You can even do JUST your hand (waving, thumbs up etc.) Great for social media.



29 THE PRODUCT SHOT

Have a product you sell or that you love? Showcase it! Make sure you have even lighting and your items are lined up in a row for the best clarity. Perfect for social media, marketing, and your website.



30 THE FLATLAY

Flatlays are photos of objects taken from above. They are fun and easy to do. Grab items that make sense together, use a plain or fun backdrop such as poster board, your counter, or your floor. Great for social media, marketing and website filler shots.



31

THE BEHIND THE SCENES SHOT

People love nothing more than seeing your life/ work/ vacation behind the scenes.

Show yourself at your desk working, getting your makeup done, working with clients, grabbing a coffee, etc.

Perfect for social media, IG stories and marketing materials.



You did it!

There are your 31 shots!

Of course, there are many more shots you can and should take, but these are the ones I recommend starting with to get the most variety and use out of.

If you want even more shot ideas, plus my step-by-step posing tips, wardrobe recommendations, batch shooting plans and more, check out my [Get the Shot Guide!](#)





About Erin

Erin Blackwell is an internationally award-winning portrait and branding photographer. A self-proclaimed branding and marketing nerd, Erin loves reading, learning and talking about branding and marketing.

When Erin is not in her Idaho photo studio, you can find her outside with a good book, or hanging out with her husband, 4 kids and Frenchie Gus Gus.

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