

PROFESSIONAL POSING MADE EASY



*A PROVEN ROADMAP TO BOOK MORE CLIENTS WHILE
SIMULTANEOUSLY INCREASING YOUR PROFITS
THROUGH POSING AND CLIENT EXPERIENCE*

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Welcome!

Since you've purchased this guide, I'm assuming that you're probably feeling the same emotions that I did in the beginning.

I remember when I would show up to a session, unsure of who should take the lead and how to get the party started. *What do I say? Do I just jump right into the session?* I was so insecure with posing people and afraid that I would totally blank in front of them. **It wouldn't take long for imposter syndrome to kick in** and things felt like it went downhill from there.. and *fast.*

I knew that something had to change! After years of trial and error, **I've finally cracked the code and created the exact solution I needed for a successful session.**

If you're sitting here reading this and feeling, "YES! I feel the same way" - get ready. ***You're in the right spot!***

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I'm a Wedding and Engagement Photographer in Lancaster, PA! I've worked with countless clients that have been in front of my camera over the last decade and have been able to create a successful and positive session ***each and every time.***

After a decade of working with and posing clients - I couldn't hold anything back! I've had a lot of time to do trial and error and to take a lot of the guess work out for you. After years of receiving raving 5* reviews and positive feedback, I knew it was time to pass on this info!

I hope that by the end of this PDF you feel empowered to take on your next session with confidence, so that you know exactly what to do! You are so smart and I believe that you're going to do big things!!

I just know it.

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Disclaimer!

I believe I would be doing you a disservice if I jumped right into the posing section first without setting you up with a proper foundation. I want you to be properly equipped to take charge while understanding the “WHY” and “HOW” of what to do!

I believe that every good client experience starts with communication and how you make your clients feel, even BEFORE you meet. It starts in your emails and texts by allowing them to get to know you. (*sidenote: This is also a big reason to be showing your face on social media stories and feed!! Connection is key!*) But that's another topic for another day.

So, let's get started!

#1 - BREAK THE ICE

Before I ever start my sessions - I always make it a priority to chat with my clients first, about 10 minutes before the session start time. I formally introduce myself and start chatting with them about their day, maybe talk about their outfits if they brought multiple..basically just small talk. If it's an engagement session, I have already sent them a questionnaire about how they met, their proposal story and some fun facts about them.

Come up with 2-3 of your favorite questions to ask them that opens up the conversation and gives them an opportunity to start talking.

Why is this important? Unless they already personally know you, chances are they are nervous and unsure of what to expect. By taking a few minutes to chat, this helps to break the ice.

Also, it's important to remember how you would feel in this situation. Would you want to step out of your vehicle and be quickly directed into getting your photo taken? Probably not. This starts the trusting process and starting to break down the nerves.

#2 - SET THE EXPECTATIONS



This is extremely important and helpful to share with your clients. I know for me personally, I can drastically relax if I know what I can expect when trying something new. I do NOT like being put in “surprise” situations or feeling like I’m going to be embarrassed. Not cool! Haha!

here's how:

Here's how I handle this. With every single person I have in front of my camera, I always set the tone and expectation with them.

TIP 1: I reassure my clients that they cannot mess up their session. I truly believe that posing is unique and everyone interprets it differently, so how can one couple be "correct"? Clients know that as photographers, we have a certain shooting style and what it takes to get certain angles from certain poses. They have no idea what it looks like from our perspective and so they want to make sure that they're doing things "right". By calming their nerves and reassuring them that they can't mess up, you can almost physically see the pressure and nerves roll off of them!! Or often they reply with a sigh of relief.

TIP 2: Tell them the game plan! I always arrive to my sessions early so that I can come up with my own game plan. I'm deciding which of their outfits to use at which locations and for how long. If it's an engagement session, I explain that we'll spend about 25 minutes in the first outfit, then they'll have 10 minutes to change (in the meantime I am photographing her engagement ring) and then wrapping up the session at second spot for the remaining 25 minutes. I share that with them so they feel included and on board. By knowing the game plan ahead of time, this is also helpful to keep the session rolling since everyone is on the same page from the beginning.

TIP 3: I also inform them that I will handle all of the ... you guessed it... POSING! I reassure them that I will take care of posing them the whole time, BUT also give them permission to be themselves as well. If there's a certain way she naturally snuggles in his arms - great! Giving them permission to move around in ways that feels natural to them is allowed!

here's how:

...continued

TIP 4: Another tip I share with them is that **sometimes the posing might FEEL awkward, but it LOOKS better than it feels.** For example, having your foreheads touching does feel weird! You're extremely close to someone else's face and sometimes that just makes people naturally laugh (win!). By acknowledging that it will feel weirder than it looks, is also a great way to calm their nerves!

TIP 5: Lastly, before we start shooting (yes, at this point we're still in our 10 minute chatting period) **I simply ask if the girl has a preference of what side she would like photographed or if there's anything specific that maybe they'd like to try avoid in photographs.** For me personally, I know that I prefer the left side of my face in photographs vs the right side. Therefore the chances that I like the images coming from my right side are pretty slim. If my photographer asked me if I had a preference, and then delivered a gallery of 95% images from my left side, I would be absolutely thrilled! It would also make me feel like they went above and beyond and were looking out for MY best interests, which is the point! The more that we make our clients feel comfortable and "on their side" will alleviate their stress and create a beautiful new friendship!



#3 - START SHOOTING



Keep in mind that your clients are still most likely a little nervous yet, so start simple! I love setting my clients up with easy poses in the beginning to get them warmed up. As you work your way through your session, you'll be able to incorporate more complex poses, prompts or movement!

I always start off with a “traditional photo”. It’s easy, everyone knows how to do it AND it’s the perfect way to get a smiling/looking at the camera image!

Once they’re in position, I explain that the girl’s go-to pose is to put all of her body weight on the leg that is FURTHEST from the camera. Then with her opposite leg (that should have no weight on it) she should have her toes pointed to the ground.

For the guy, he should have his full hand in his pocket. From there, I start shooting! But how do I transfer from one pose to another? Let’s go one step further.

#4 - CORE POSES



Core poses are one of the best ways to remember how to pose. Core posing is the foundation of the setup. So, pay attention to their feet! Then their arms - *what should they do with their arms?* Lastly, what about their heads? *Where should they be looking?*

example

Here are the core poses that I typically use:

- Side by side, feet angled towards each other (traditional portrait)
- Belly to belly
- One person forward, one person in (vise versa)
- Both facing front (him behind her, her behind him)
- Both facing backwards (walking away from me)
- Both facing to one side of the other (walking from left to right)



#5 - MAXIMIZE YOUR POSES (HEAD TO TOE)



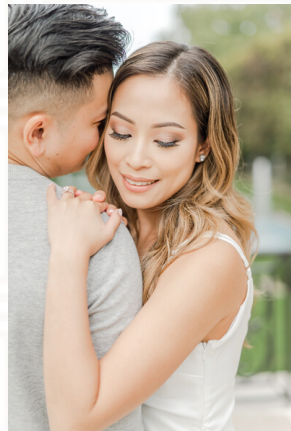
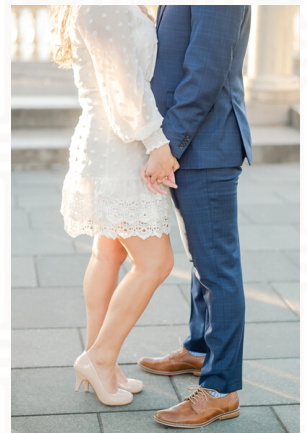
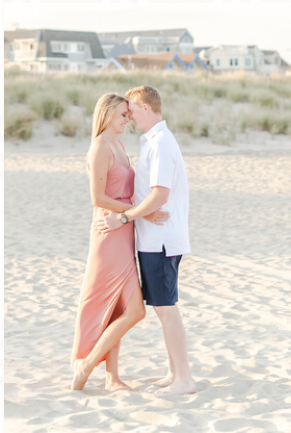
Before moving onto another core pose, is there any way that you can max it out? So, again, the feet dictate the rest of the pose, so without changing the position of their feet, next is arms and head! There are multiple different ways they can pose, even if they're not moving their feet! I like to think of moving their arms from head to toe!

It's important to pay attention to how long you're staying in one core pose so that it doesn't start to feel super stale! I typically do about 1-5 poses in a core pose, then switch it up to another core pose and repeat! It's totally okay to do the same core pose multiple times because you can still create different poses with different arm postures, composition and movement!

examples:

Ways they can switch up their arms:

- Both have their arms around each other's waist
- Her arms up around his neck, his arms around her waist
- Her arms cuddled into him, he wraps his arms around her
- Holding hands down at their sides
- His hands around her jaw line
- His hand in pocket, her hand is up in her hair or lightly holding onto the ends of her hair
- Her hand up on his shoulder
- Her hand up at his jaw line, his hands in pockets



#6 - MOVEMENT



Adding movement is key to getting those natural reactions when posing! Movement also makes the photos come alive and adds great variety to a session.

Some of my favorite ways to use movement is:

- Walking
- Slow jogging
- Piggy back
- Skipping
- Running
- Bear hug

Again, you can always switch it up with your composition. Sometimes it could be the exact same pose and reaction, but your composition is different, which can give a totally different feel to the image!

#7 - PROMPTS

Along with movement, prompts are the PERFECT way to get your clients laughing. Now I will say that sometimes prompts don't work for EVERY couple, and that's okay!! We'll talk about communicating to your clients next!

Here are some of my go-to prompts that often get laughter or emotion from my clients:

- *Eskimo kisses - having them rub their noses back and forth*
- *Kiss with your teeth - Instead of leading with their lips, they'll make a huge smile first (which often gets them laughing) and then go in for the kiss!*
- *Tickle fest! One person gets to tickle the other without them knowing! I often like to incorporate this into the "bear hug" pose because it comes as a surprise!*
- *(For the guy) Whisper in her ear in your sexiest voice, what you ate for breakfast*
- *(For the girl) Whisper in his ear in your manliest voice, your favorite vegetables*
- *Red light/Green light - I have my couples hold hands and walk towards me when I say RED LIGHT and when I say GREEN LIGHT they're supposed to run!!*
- *For the guy - You have 5 seconds to kiss her on the cheek as many times as you can! (This often always gets her laughing!!)*
- *Tell me an embarrassing story about him/her*

Sometimes I just make up random phrases on the spot to get them laughing and adding movement! Don't be afraid to come up with some of your own prompts - but take note of which ones worked best and then keep those in your back pocket!

#8 - THE POSING FORMULA



When you're feeling stuck with posing, remember this:

First: Start with a core pose which is their feet! *Do you want them facing towards each other? Or both facing forward?*

Second: *What should they do with their hands? Arms around the waist? His arms around her while she's snuggled into him?*

Third: *What about their heads? Should they be looking at the camera? Or at each other?*

Last: Check your angles. *Do you need a wide shot? Close? Horizontal? Vertical? Switch it up! The best scenario is to mix up core poses with angles and movement*

CORE POSE + ARMS + HEADS + COMPOSITION/ANGLE = YOUR POSE!
(feet)

#9 - MY BEST KEPT POSING SECRET



If you're still having trouble remembering pose ideas or you get 10-15 poses in and start drawing a blank - I'm going to share with you one of *my best top secrets that I've used for YEARS*. And that's saying a lot because I used to literally bring a piece of paper with printed out poses on it and then would proceed to show my clients.. **face palm**. I knew there had to be a better way; a more discreet way.

And I found it! It works and it's the best secret!

my secret solution:

First off - gather photos of poses that inspire you, and screen shot them individually. Once you've gathered all of your images and screen shot them (this is if you're grabbing inspiration from Pinterest! OR you can drag the file to your desktop) open up all of the images. I rearrange them so they all fit onto my computer screen (example below). Then I screenshot my whole computer screen with all of those images, so now it's a screenshot of one big image vs the 15-20 individual photos!

I take my camera with my memory card and take a photo of my computer screen! When I'm out on the session, I can scroll through my camera photos (which, to your clients, it looks like you're just scrolling through their photos!!) and I can look to see the posing inspiration photos from my computer, select my next pose and move on! They have no idea that you're looking at posing ideas and it's the perfect boost to give you more ideas!! WIN WIN!

I've also used this method for many other types of sessions: family, headshots, seniors, weddings, etc! I just store the images in a folder on my desktop, called "POSES" and then I rename the large computer image (examples below) to that type of session. So for example, below are my posing guides and they're named "Engaged 1" and "Engaged 2". So I know that I have 2 posing cards for an engagement session!

It works like a charm!

examples

This is how it looks when I pull it up on my computer! So I just take a picture on my camera and it looks the same! When I "playback" or view my images that I took during the session, this comes up!



#10 - COMMUNICATION

A few key things that really dictate how a session goes is not just the posing aspects of it, but also how you communicate! I've learned a lot about how to talk to clients during posing, what to say and also the tone in which we say it!! So here are some of my best pointers to be aware of for your next session!

Try it out:

ONE: When you're instructing them for a pose and they're not quite getting it - do not say "no" or "not like that" or "you're doing it wrong". You can break their confidence level down in just those few words. By saying "not like that" or "you're doing it wrong" will automatically make them feel like they've "messed up".

As I mentioned before during the "break the ice" section, we need to reassure them that they can't mess up. If you tell them that they're doing something wrong.. you're sending a mixed message.

The best way to handle these situations is to either just roll with it and say nothing and just take photos.. OR, say, "What if we tried this.." or "What would it look like if we did THAT instead?". They're most likely to feel like you're simply trying a different option without pointing out that maybe they didn't understand the pose correctly. This is especially true with using terms like "left" and "right" haha! It's the most commonly messed up direction, but THAT'S OKAY! **Even if they're not getting a pose like you're envisioning - take a few photos, encourage them and move on. They won't know the difference!**

...CONTINUED

TWO: Never stop talking. Now this may concern some of you and you're starting to panic and thinking, *"I have to talk for 60 minutes straight????"*. No - not quite. You should be talking to your clients about 90% of the time. Here's why. You shouldn't let there be longer than a 10 second rest period (which is still pretty long) between your photos. The goal is to keep your clients occupied and focused on the fun that they're having. You don't want to set them up for a pose, say nothing for 10 seconds and then move onto the next thing. That's incredibly awkward and stale and your clients will feel that too!

THREE: Instead of creating an awkward silence, you should always be praising and encouraging your clients!! Tell them how amazing they look, compliment them on how good they're doing with posing - be their biggest cheerleader!!! The more that you continually gush on how awesome they are, the quicker their nerves will diminish and their confidence will take the spotlight!

FOUR: Use their first names! Please avoid saying "you" .. they have a name, so use it! As Dale Carnegie says it best, ***"A person's name is to him or her the sweetest and most important sound in any language."*** By using their name, it establishes connection and eliminates awkward confusion of saying.. "Who, me?"



#11 - CLIENT REVIEWS

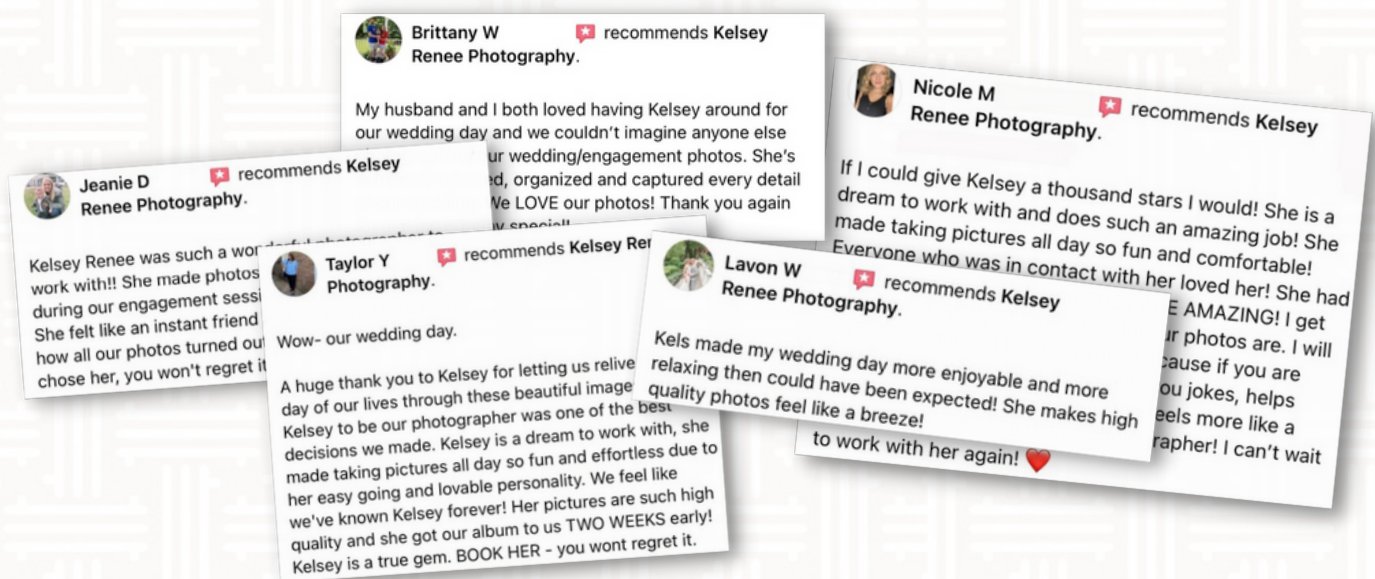
You did it! You've now confidently and successfully completed your session!

But it doesn't stop there.

Asking for a client review is key to growing your business, creating a positive word-of-mouth reputation and establishing yourself as a quality and trusted professional.

Keep in mind that you may not receive a client review every time, but when a client does leave a review: (1) **Reply** to their review by acknowledging what they said about your business and thanking them and (2) **Share** it to your profile/feed so that others are aware of the great service you provide! It also builds demand for your business that other people are booking you, had a positive experience and recommends you to others!

Not to mention, it's free advertisement for your business! Win-Win!



#12 - CLIENT GIFTS

Lastly - go above and beyond with serving your clients *one last time*.

This extra and unexpected step is the cherry on top to sending off your clients with a positive experience and memory of your brand.

If your clients get asked, "*Who did your photos?*" or "*Do you have a photographer you'd recommend?*" you will be the first person that comes to their mind because of the service that you provided by implementing all of these steps.

Staying at the top of the minds of your clients is key to growing your business when a photography service or need arises.

One of my go-to and inexpensive gifts that I love to send is from [greetabl](#). Simply pick a pattern, upload 3 photos from the session, add a customized note and voila! Easy, thoughtful and above and beyond! Your clients will love the surprise and maybe even tag you on social media, too!



#13 - CONFIDENCE



Lastly, **this all takes time and practice.** Practice to learn posing techniques, how to communicate with your clients, and even how to take charge and become confident yourself.

Trust me, I've been there and have had *many* moments where **I didn't feel confident and felt like my clients could see right through me.** Speak and direct with confidence and authority (but not being bossy)! Your clients will pick up on that and can feed off of that as well. It's important to show them that they hired someone who is confident and qualified for the job and that you're exactly the right person. Don't beat up on yourself - this all takes time.

You can do it, I believe in you!



KELSEY RENEE

PHOTOGRAPHY

THANK YOU!

Wow, wow, wow! If you made it to the bottom in one sitting - *you are truly amazing!* I know that you just read through a TON of information right now and you're probably feeling overwhelmed. ***The good news is that this PDF is yours forever!***

I would love to hear from you: *What stood out to you the most about posing or handling your clients? Is there something you'd like to chat about more?* Regardless of the reason, **I'd love** to hear your thoughts and cannot wait to hear you crush it at your next photoshoot using these tips!

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