

EDB
Elevate your Brand
THE COURSE



The “all about photography” e-book

for solo entrepreneurs

LET'S START HERE!

Better photos set you apart from other business owners. You show that you are a professional and take your brand seriously. Good photos don't have to be taken by a professional photographer. With the 5 tips we'll share in this e-book, you can take better photos that are worth sharing on Instagram, step by step.



WHAT YOU NEED TO DO FIRST

It all starts with a plan. What images do you need and for what content? In this e-book, I'll help you get started by showing you how to easily create these images on your phone from the comfort of your home or office. By combining your photo opportunities, you will find that you can quickly save a lot of time. But what should you look out for and how do you make it look professional?

To do: Write out for yourself what images you are missing and what you need to create them.

Then it's now time to move on to the "how to"!

01. LIGHT, CAMERA, ACTION

Photography is all about light. A photo taken in a place that's too dark is unclear and doesn't look Instagram-worthy. So what you want is light! Preferably daylight. That is why you should plan your photo opportunity during the day and close to big windows. Not possible? Get a daylight lamp, ring lamp or other light source to make your subject visible.

The advantage of daylight is that it looks soft and natural. You can also play with sunlight and shadows to make your photos (or videos) look more vivid.

When taking pictures, make sure you are not standing in the light and creating a shadow. You want the light to hit your subject from the side or front for the best effect.

Tip: Is the light too bright? Add a diffuser, such as mesh curtains or a shower curtain. This will soften the daylight and make the shadows less harsh.



02. COMPOSITION

Mastering composition is essential for creating visuals that align with your brand and engage your audience. We'll dive into a few techniques for taking better photos, whether it's with your phone or camera.

RULE OF THIRDS

One of the most basic techniques is the Rule of Thirds, where you divide your image into a 3x3 grid and position key elements along the lines or intersections. This creates a more balanced and dynamic photo that draws attention to the most important parts of the image without putting everything in the center. Using this simple guideline can instantly increase the professionalism of your brand photos. You can simply go to your camera's settings to turn on the grid.



FRAMING

Framing is another valuable tool for isolating and highlighting your subject. By using elements such as doorways, windows, or natural surroundings, you can create a frame within your photo that directs focus and adds depth. This is especially effective in portrait or product photography, allowing your subject to stand out while still providing context to the environment.

An example:

If your brand is all about organic living, you can use plant leaves to frame your product in a way that aligns with your brand values, rather than just taking a picture of your product in a plain white environment.

03. BACKGROUND

Choose the right background to create clean, on-brand visuals that keep the focus on your subject. The background should complement, not compete with, the main element in your photo.

Choose backgrounds that match your brand's aesthetic and color palette. For a minimalist or modern brand, use neutral tones like white, beige, or soft pastels. For a bold or playful brand, use textured or colorful backgrounds, but make sure they don't overwhelm the subject.

Keep the background free of distractions. Busy patterns, bright colors, or clutter distract from your subject. Use simple, clean backgrounds like solid walls, natural textures, or paper. Reflect your brand's message with a calm or creative vibe. Make sure your subject stands out and the background enhances the image.

Tip: Don't place your subject directly in front of the background. Go outside to add depth to a photo or video. Keep a big distance from the background to create a blurry background.



03.1 BACKGROUND EXAMPLES

- Choose white or light-colored walls for a clean, professional look that highlights your subject without distracting.
- Purchase solid color seamless paper backgrounds for a very clean, polished, studio-like look that keeps all attention on the subject.
- Choose natural wood finishes or fabrics like linen for an earthy, organic feel, perfect for brands that focus on sustainability or craftsmanship. For food, lifestyle and beauty products, I like to use fabrics in different textures. Drape the fabric in a playful way to create softness and depth.
- Marble or stone textures add a touch of luxury and elegance to product photography. I myself often use my marble square meter tile. I put it on the couch in front of the window and then put something on the windowsill to create a playful shadow. I often photograph my product from above or from a very high angle. If I need a white background, I use a plain white artist's canvas.
- Go outside for more space and a natural feel if it suits your brand. You'll also have good light right away. Shooting outside is also perfect for photos and videos of yourself.

Pay attention to the environment and make sure it reflects your brand's message - whether it's a calm, professional vibe or a creative, energetic one. The goal is to make sure your subject stands out and that the background subtly enhances the overall look of the image.

With the combination of good lighting, the right background, and a nice perspective, you'll really see a difference in the professionalism of your photos!



03.2 SOME INSPIRATION



A white wall is a perfect base. Combine it with a wooden board painted in the branding color. In this photo, the use of the sofa and rug gives texture, depth, and a cosy vibe.



Choose natural wood finishes or fabrics like linen for an earthy, organic feel, perfect for brands that focus on self-care, sustainability, or craftsmanship.



Marble or stone textures add a touch of luxury and elegance to product photography. Perfect for sophisticated product shots and food photography.

Food for thought: What fits my brand? What colors and materials can I use? Do I need all the photos to be taken indoors or outdoors or can I do a combination of both?

While you're at it, try shifting materials, adding or removing something and see the effect. It may take some time to create the most beautiful image, but you will eventually get better at it.

04. USING PROPS

In addition to the right background, props can transform a simple photo into a powerful visual that reinforces your brand identity. Each element in your photo should work together to create a cohesive, on-brand aesthetic that resonates with your audience and communicates your message without words

What kind of props you use in your photos depends on your business. You can use your products, and if you provide services, you can look at things you use to provide those services. In addition, you can dive deeper into the perception piece. What feeling do you want to convey? What goes with that?

When you take pictures or videos of yourself, it is often nice to have something in your hand. It could be a cup of coffee, whatever your content is about, a pen, etc. Experiment with this and see what works for you.



05. SHOOT WITH YOUR PHONE



You don't need a fancy camera to take more professional photos. Your phone can do the job with the right techniques.

To get the most out of your smartphone camera, start by adjusting a few key settings that can instantly improve the quality of your photos. Start with focus: tap the screen to lock focus on the main subject of your shot, keeping it sharp and clear. Next, adjust exposure – most smartphones let you slide your finger up or down to brighten or darken the image, helping to prevent under- or overexposed photos.

Finally, turn on High Dynamic Range (HDR) mode if it's available, as it balances bright and dark areas for a more even, detailed shot.

With these simple adjustments, your smartphone can capture stunning photos that match your brand's aesthetic and encourage your audience to engage more with your content.

Are you ready to take your photos?

We'd love to see the results!

Be sure to tag us on Instagram

@elevate.your.brand.the.course

06. EDITING

If the lighting and environment are right, you don't have to do much editing. All you have to do is adjust the exposure, highlights, and shadows. You can do this by simply editing your photo on your phone or using a dedicated application like Lightroom (both free and paid). Take a good look at the effect of raising or lowering them and keep doing this until you are happy. You can also adjust the contrast a bit and change the temperature of the photo (make it warmer and therefore more yellowish/orange or colder), whatever suits your brand. Remember: Less is more. Make sure that what you do to your photos is what you do by default. So don't edit very bright one time and very dark the next. If you have images from a professional shoot, take a good look at the light and colors in them and try to match them as closely as possible in your images.

You can crop the photo to the right size for the platform you want to use it on. Cropping and resizing is useful because you know your photo will look good on the platform of your choice: Instagram posts are square (1:1) or vertical (4:5), TikTok and Instagram Stories work best with vertical (9:16), while LinkedIn prefers horizontal (16:9) for professional visuals. YouTube also uses horizontal (16:9) for thumbnails and videos. Finally, try to use the highest resolution possible to make images crisp and clear, and to strengthen your online presence with your own more professional content!

Tip: You can save the changes you've made as presets in an application like Lightroom. You can also buy matching presets from some photographers. This will save you time next time and help you stay consistent! If you are struggling with Lightroom, YouTube is a great resource. There are countless tutorials.

Enjoy the process!



Thank you

Thank you for taking the time to dive into all this knowledge and hopefully make it your own. We wish you lots of fun and success in applying these new insights. Combined with your new, improved writing, this will be a complete upgrade for your business.

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