

# GET THE PICTURE?

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HOW TO TAKE KILLER PICTURES WITHOUT AN INSTAGRAM HUSBAND AND HOW  
TO USE THOSE PICTURES TO CREATE A PERSONAL BRAND.

*reign*



*reign*



A soft-focus, close-up photograph of a woman's face, likely a blonde, looking slightly to the right. The image is overlaid with a light, semi-transparent filter.

*reign*

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RAISE YOUR HAND IF...

YOU HAVE SPENT AN ENTIRE OUTING WITH YOUR  
FRIENDS OR FAMILY WORRYING ABOUT IF YOU  
WERE GOING TO GET THE PICTURE OF THE CUTE  
OUTFITS?

*reign*

YOU HAVE ASKED SOMEONE TO TAKE A PICTURE OF  
THEM AND GOT THE PICTURE ON THE COMPUTER  
ONLY TO FIND THIS...

*reign*



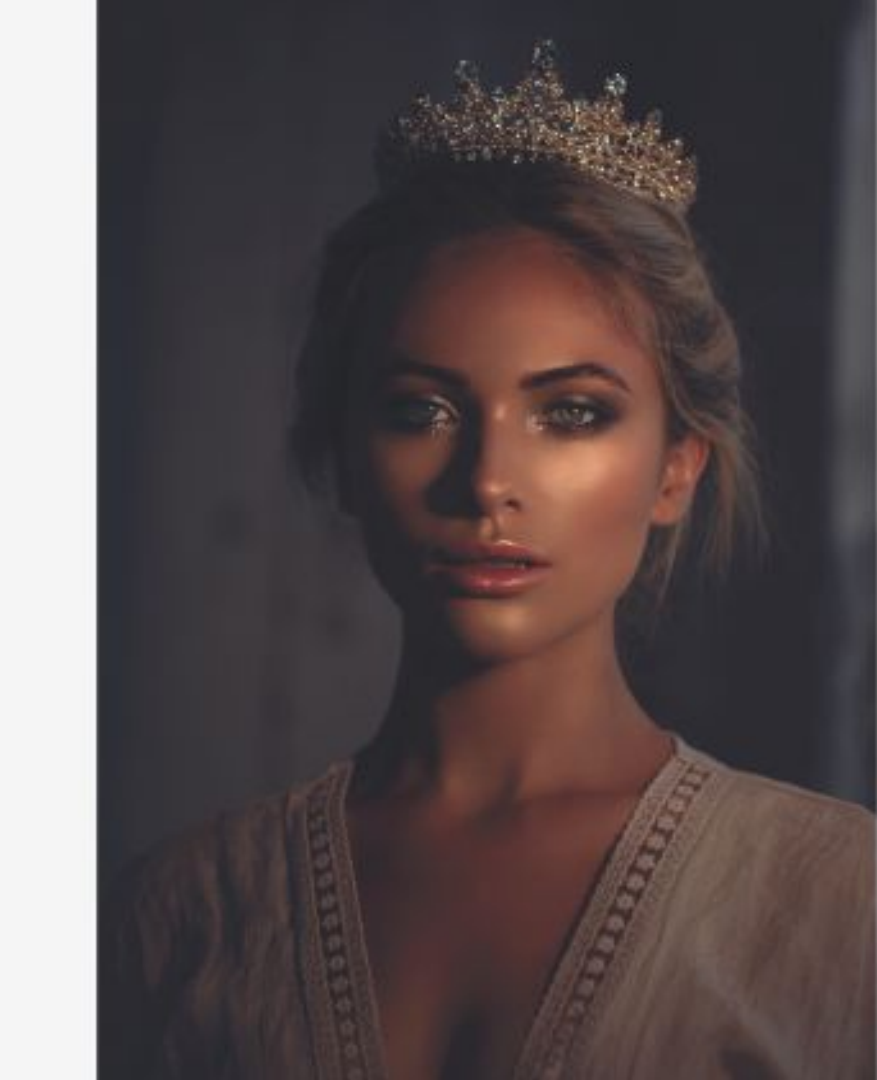
YOU FEEL ALMOST EMBARRASSED TO POSE FOR YOUR  
HUSBAND OR FRIEND BECAUSE IT FEELS SO DUMB TO  
POSE FOR IG.

*reign*



YOU'VE WONDERED HOW EVERYONE ELSE GETS THESE  
CUTE PICTURES OF THEMSELVES FOR SOCIAL MEDIA?

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PART 1: HOW TO GET IN FRONT OF THE  
CAMERA WITHOUT HAVING AN  
"INSTAGRAM HUSBAND"

PART 2: HOW TO USE THOSE PICTURES TO  
CREATE A PERSONAL BRAND + MARKET  
YOUR BUSINESS

*reign*



## BUT HOW?

1. Set Expectations with your Human Tripod
2. Take the posed shots FIRST!
3. Put your camera away
4. Use a tripod
5. Get Mobile Lightroom Presets

## SET EXPECTATIONS FOR YOURSELF AND OTHERS

“I know you hate pictures, but they are very important to me. I won’t make you pose or take pictures all day, but I would really love some of x, x and x.”

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USE A TRIPOD



## USE A MAKE SHIFT TRIPOD





#kapbyluke



9 posts

Follow

See a few top posts each week

Top

Recent



#kapbyselftimer





## SIMPLE POSING TIPS

1. Give your hands somewhere to go
2. If it bends, bend it.
3. Move.



## MEMORIZE THREE POSES













# EASY LIGHTING TRICKS





TIME OF DAY



SHADE

BACKLIGHT



RING LIGHT



# COMPOSITION HACKS





CHANGE PERSPECTIVE



CLEAR BACKGROUND





**BONUS!**



**BE BRAND READY**  
CHOOSE AND WEAR 2-3 BRAND PICTURES

# LIGHTROOM MOBILE PRESETS













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PART 2: MARKETING



Its the art of convincing people that you are the best artist for them and why they **NEED** to buy **YOUR** product or service.



It's creating your OWN brand within Maskcara that is irresistible! And its connecting your services with their needs.

MARKETING IS THE  
KEY TO SUCCESS.



# POST AND PRAY VS

STRATEGIC SOCIAL MEDIA MARKETING PLAN



# STEP 1 : DOWNLOAD SCHEDULER

WHY?


- Resist urge to over post ALL photos at once
- Plan, Prepare, Inspire, Educate
- You can leave gaps open for impromptu sharing but know you have a plan in place when you aren't feeling it








# USE THE CAPTIONS

- Show more personality
- Make them feel something and react



 kyleeannbeauty • Follow ...

 kyleeannbeauty Just a mom that had just barely birthed an 8lbs 11oz baby that came out peeing on her face. Yep that's me. Smiling from ear to ear because top 5 moment of my life + lookin' great after labor and delivery because I did my make up on the way into the delivery room. One of the #1 perks of Maskcara is how fast I can do a full face - foundation, contour, blush, illuminator, brows and shadow + how compact it is. I was so stoked to pack it in my hospital bag. After having two babies and not being able to bring all my make up along, it was one of the things I was most excited for when I started using Maskcara mid-pregnancy. #itsthefittlethings

120 likes 64 comments

JANUARY 9, 2018

Log in to like or comment.

# CAPTION IDEAS

- Be educational
- Ask questions
- Tell stories
- Be inspirational
- Give advice
- Be personal





# IS IT...

- Is it educational?
- Is it entertaining?
- Is it encouraging?
- Is it engaging?



# DO NOT

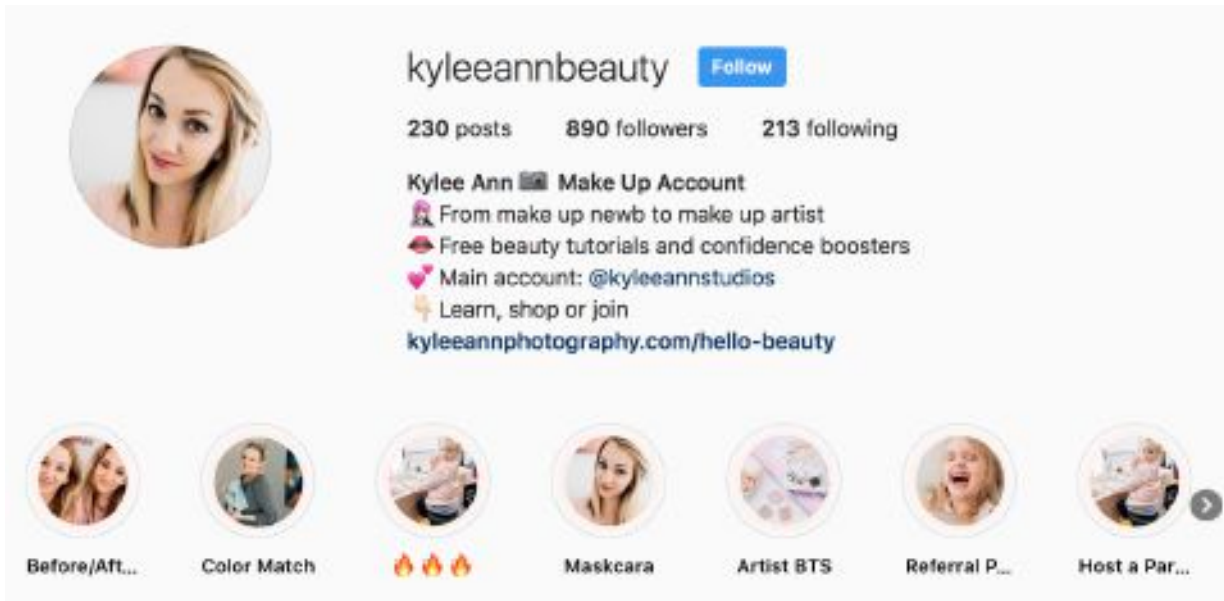
- DO NOT just describe the photo.
- DO NOT tell them more is on the website without giving them a reason to want more.
- DO NOT just show product all the time
- DO NOT use pictures from someone else every post



**REMEMBER, USE EMOTION**

**TO ENGAGE YOUR FOLLOWING**

# START WITH YOUR BIO



The image shows a screenshot of an Instagram profile for 'kyleeannbeauty'. The profile picture is a circular portrait of a woman with blonde hair. To the right of the profile picture, the name 'kyleeannbeauty' is displayed in a dark font, with a blue 'Follow' button next to it. Below the name, the statistics '230 posts', '890 followers', and '213 following' are listed. The bio section includes the text 'Kylee Ann 🇺🇸 Make Up Account', followed by three lines of text: 'From make up newb to make up artist', 'Free beauty tutorials and confidence boosters', and 'Main account: @kyleeannstudios'. Below the bio, there is a link 'kyleeannphotography.com/hello-beauty' and a small icon of a hand holding a brush. At the bottom of the profile, there is a row of seven circular thumbnails for recent posts. The first thumbnail is labeled 'Before/Aft...', the second 'Color Match', the third has three fire emojis below it, the fourth is labeled 'Maskcara', the fifth 'Artist BTS', the sixth 'Referral P...', and the seventh 'Host a Par...'. A right-pointing arrow is visible to the right of the seventh thumbnail.

kyleeannbeauty [Follow](#)

230 posts 890 followers 213 following

Kylee Ann 🇺🇸 **Make Up Account**

👤 From make up newb to make up artist

💄 Free beauty tutorials and confidence boosters

💖 Main account: @kyleeannstudios

👉 Learn, shop or join

[kyleeannphotography.com/hello-beauty](http://kyleeannphotography.com/hello-beauty)

Before/Aft... Color Match 🔥🔥🔥 Maskcara Artist BTS Referral P... Host a Par...

- Tell your potential followers who you are and what you post

# CONSISTENT FEED

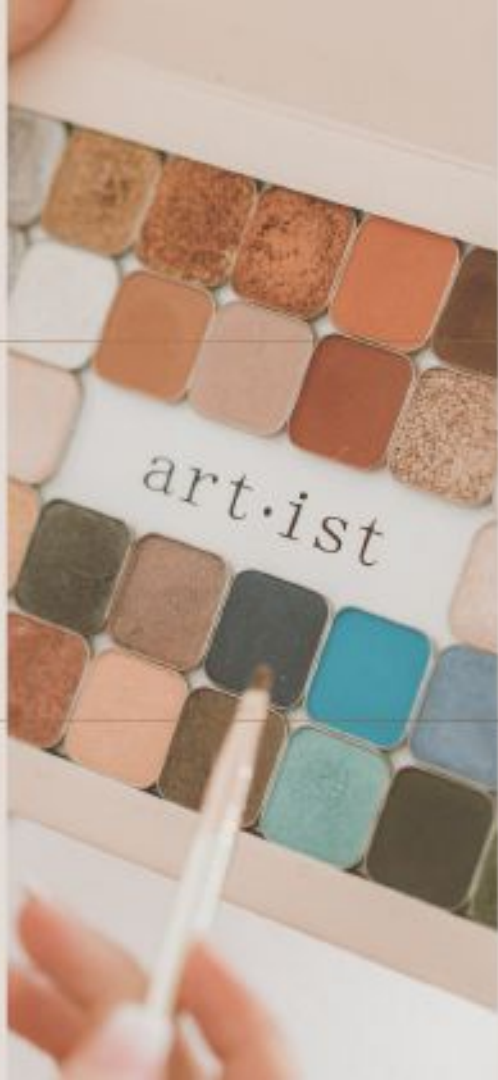
- Same style
- Same edits
- Similar lighting
- Consistent with Bio



# MORE TIPS



- Use quality photos
- Share before and after
- Show the process
- Show BTS Shots
- Share Personal Posts
- Show off Products
- Show your family and life beyond Mascara
- Share your Client Experience
- Be yourself



GET IN THE PHOTO

*reign*









