



# *15 Top Tips for the Best Selfies EVER!*

*an ebook by  
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## introduction

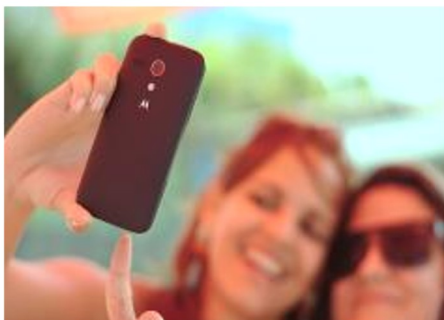
There's an art to taking the best selfies that your friends will love seeing in their feeds. Taking selfies is a fun way to show the world your personality and with a few tips and some planning, you'll be getting more 'likes' than you ever have before.

We've all seen the disasters and close-up shots can be tricky to get right. It's not just the pose, the lighting, or the camera angle – it's also the makeup that you wear.

As a professional Makeup Artist, I've worked on movies, music videos and with photographers where looking good in front of the camera is very important.

This ebook is packed full of info on how to pose, latest trends, what lighting to use, the best makeup to wear, how to use filters and lot lots more...

Now I'm sharing my knowledge and experience with you all, my free gift to you - **15 Top Tips For The Best Selfies Ever!** I hope it helps *you* to take your best selfies ever! *AM XO*



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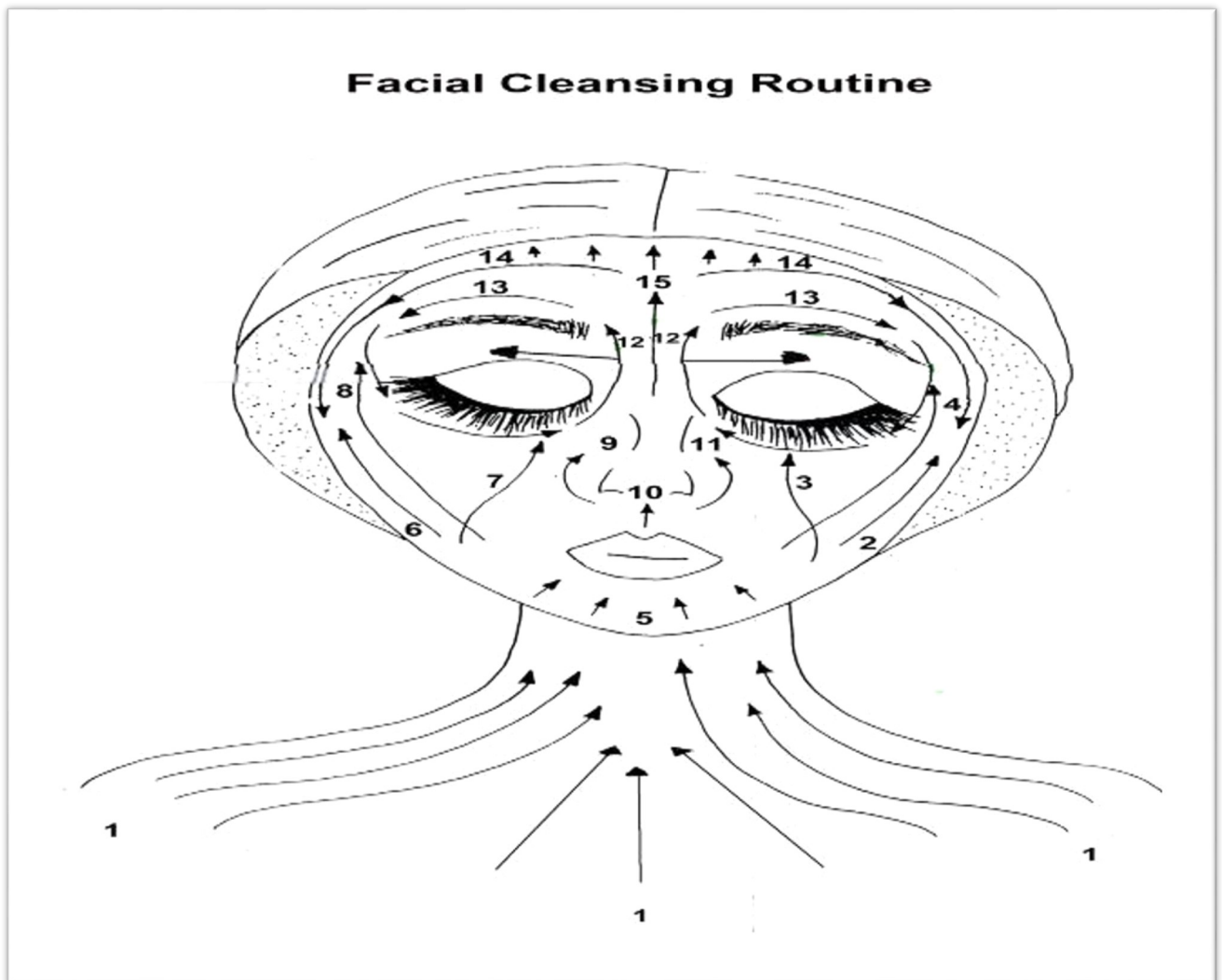
## 1. PREP AND PRIME FOR MAKEUP

### Prepare:

Clean your face, exfoliate dry skin/patches and tone to tighten the pores then apply moisturiser. Allow a few minutes for the moisturiser to absorb before applying the primer.

If you have an excessively dry skin it's a good idea to allow enough time to give yourself a full facial and use a re-hydrating face mask.

Whatever routine you have always make sure you have the correct products for your skin type e.g. Dry, Normal, Oily, Combination, Acne, Problem Skin.



Follow the diagram above to cleanse your face in number order and in the direction of the arrows - this way you are uplifting the delicate skin of the face and not stretching it in the wrong direction.

### Apply Primer:

A primer will even out your skin and hide any imperfections that the camera will pick up. It also helps to make your foundation look a lot smoother and more natural and it will give a beautiful glow to your skin.

Use a High Definition (HD) primer to minimise pores that doesn't leave a white film and feels like matte silk on the skin. HD Primers and cosmetics are made especially for cameras and photography.

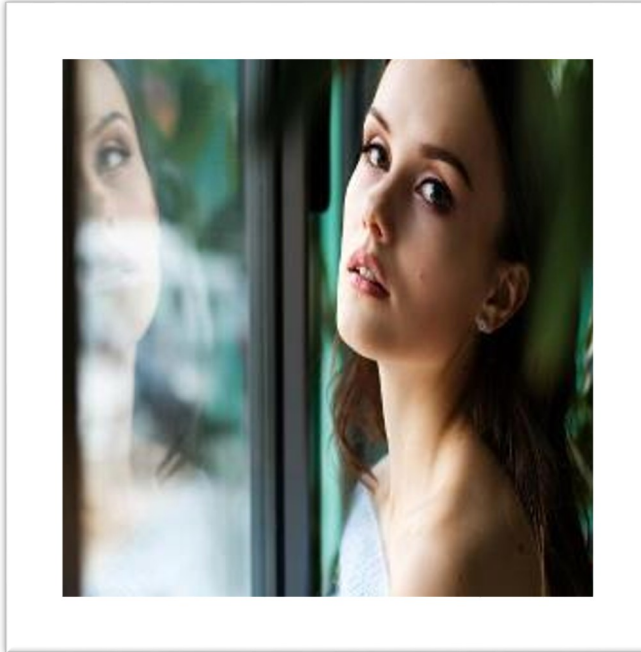
Having a good primer on means your foundation will glide on the skin easily, which will in turn absorb less product and look flawless. Apply in thin layers, depending on how much cover is needed.

### Eyelid Primer:

For sparkling camera eyes, invest in a great eyelid primer. A good HD primer won't crease and keeps eyeshadows on all day.



## 2. APPLY MAKEUP



### Light Source:

Have a bright balanced light to do your makeup in. Natural daylight is the best light so stand or sit next to a window or another good natural light source. This way you can see correctly what your makeup looks like.

### Sunscreen:

If you're going outside to take your selfies and you want to wear a sunscreen then you need to apply it first. If you're staying indoors, no sunscreen is needed.

In the past sunscreen was said to cause flashback in photo's, making you look pale, washed out and 'ghostly'. This isn't quite true. It's not the sunscreen itself, but the ingredients that are in it.

Check the ingredients of your sunscreen to see if it contains **Titanium Dioxide** and **Zinc Oxide**. When these two ingredients are mixed together they create an opaque, physical sun block which bounces light waves off the skin. This reflection of light waves is what the camera picks up and your face looks white and washed out.

One of these ingredients on its own is OK, when they are together they cause flashback

If your sunscreen has these ingredients, don't use it under makeup for your photo's - save it for the times you are outside and not expecting to have photo's taken.

### Foundation

Selfie photos need specific foundation makeup. You'll want your skin to look flawless, with almost an airbrushed feel to it. This is not the time for makeup to look heavy or cakey.

Camera phones love to pick up skin imperfections, so use a foundation formula that'll smooth out the surface. HD foundations are highly recommended as they are formulated especially for photographs and film.

### ***HD Makeup is no longer the secret weapon of TV and movie stars alone***

HD foundations are sheer while still hiding uneven skin texture and other flaws, you can see the skin through the makeup, but the makeup creates a softer focus.

The main difference is light scattering ingredients, the reflective particles are what make the foundation really flattering. Diffusing light creates an illusion of an even finish so you can't detect the flaws underneath.

Sometimes you may still get a flashback with HD Foundations. Although specifically made for film and photography, camera flashes are a different thing – they have a bright focused burst and are usually taken close to the persons' face.

Mica and silica are the ingredients that can cause flashback. Check the ingredients of your foundation and mica and/or silica are at the top of the list, this means they are the main ingredient.

You'll most probably won't be able to find a foundation without these ingredients, but the less there is the better. Mica or silica effectively control an oily shine but are also light reflective.

Check also if there is a SPF in it as well. Ideally, it's best to avoid foundation with SPF or at least find one that doesn't have Titanium Dioxide and Zinc Oxide as explained on page 3.

The benefits of a good HD Foundation for dry and mature skin, is that it won't settle into fine lines and wrinkles - and will last for hours.

For oily skin, find a formula that contain mattifying agents to help avoid glare. A mattifying, full-coverage base makeup will also help your skin to look smooth and even, plus it will combat shininess

For all skin types, the trick is in the technique - blending using the right brushes or a dampened beauty blender or makeup sponge so that the finish looks like a second skin.

### **Conceal**

Concealer is a fine art when it comes to selfie makeup. Depending on the type of skin flaw you wish to cover up, your skin type and ethnicity, you need to choose the right concealer for the job.

Under eye concealers need to be creamy and easy to blend. Blemishes need a more matte treatment formula. Pigmentation and dark spots need to be spot treated.

Don't overdo it with concealer. While a light layer of concealer and foundation can serve as an ideal pre-Insta filter, you want your natural beauty to shine through.

### **Powder**

Finishing powders are great for in-person and film work, but not for photography. Use a setting powder, not a finishing powder – there is a difference.

Setting powder does exactly that - sets the foundation in place and will be of a similar skin tone or no colour. It stops the foundation being sticky and presses the makeup in.

Finishing powder will 'finish' off the makeup and this can be to blur lines, and give the skin a smoother finish, literally finish off the look but they often contain mica and silica which reflects light and as mentioned before, this can cause flashback.

Ben Nye Neutral Set and RCMA No Colour are setting powders which are used all the time by makeup artists. After applying the setting powder spray with setting spray and you won't get flashback.

Ben Nye Neutral Set has the added anti-perspirant which is a bonus, especially if you live in an area with hot summers and everyone is outdoors taking pictures. Neutral Set does not cause flashback as it doesn't have mica or silica in it.

Apply setting powder sparingly for an invisible finish. Work the powder into your brush first then apply to your face. If you see a cast to your skin, then you've used too much powder, brush off the excess and lightly mist with a setting or finishing spray

### **To counteract a pale, washed out face:**

If you have followed the previous information about SPF and flashback and you still get a pale, washed out looking face It could be the flash that's the issue. You can find this out by seeing whether the entire face is washed out or only certain parts.

If the entire face is washed out, the flash was likely too close or too strong. Position the camera/flash further away from you.

If only certain parts are washed out, it could be you applied your makeup over dry skin, or patches of dry skin. Make sure you have moisturised and exfoliated your skin during your prime and prep time.

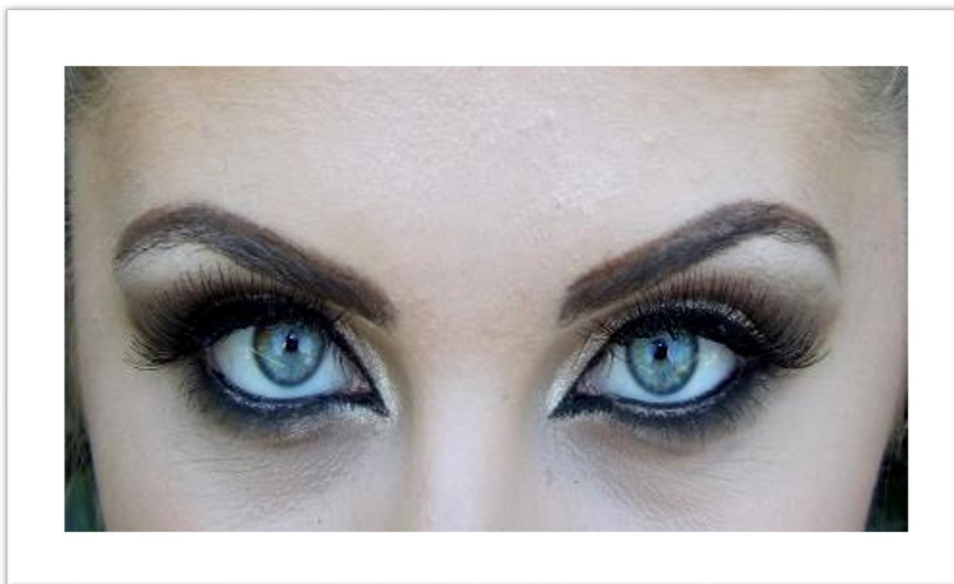
**Eyebrows.**

First, despite the trend's popularity, stay away from two toned "Instagram eyebrows." The gradated brow (from light at the thickest part of the brow, to darkest at the end) is neither pretty or flattering, so please don't do it for your photos.

The brow should have a defined shape and not look too sharp or too thick especially for everyday wear.

Eyebrows add structure to the eye. A fuller brow makes your face look younger and fresher, but don't overdo it, fill the brow in a natural way

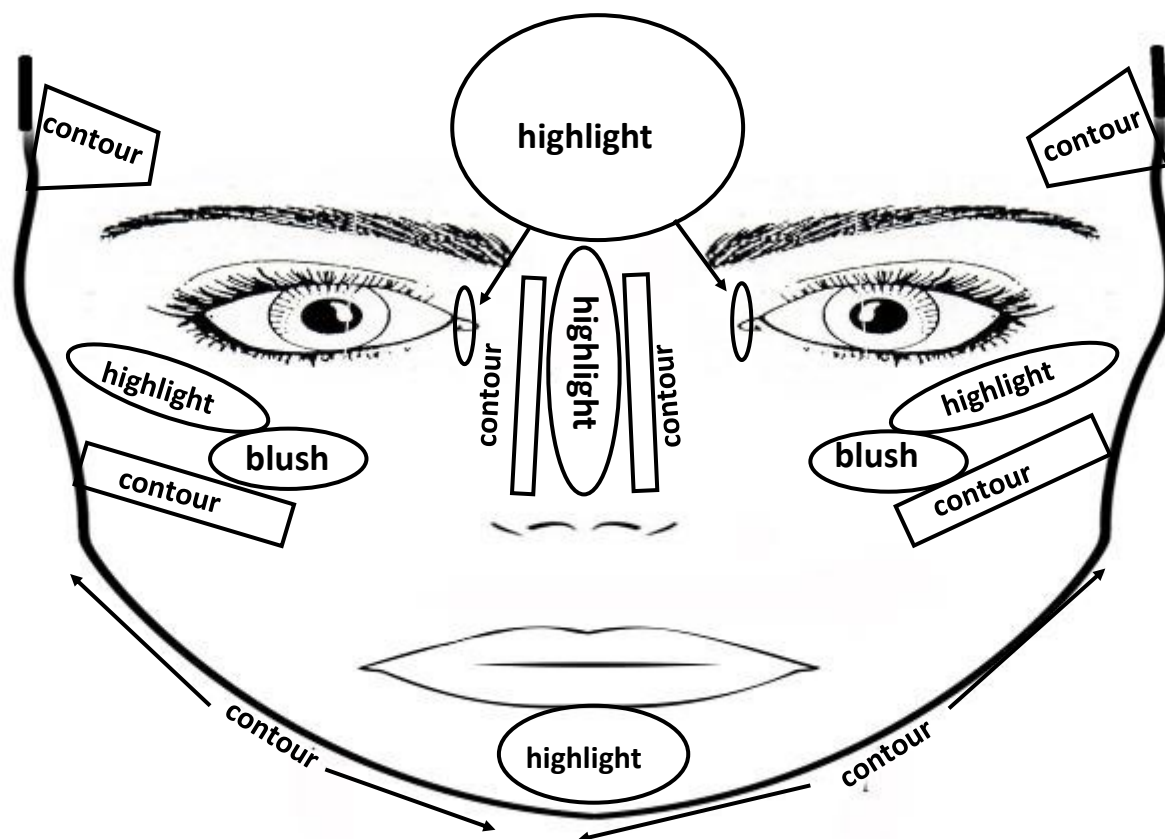
Make sure your brows are neat and groomed and fill in any sparse areas with an eyebrow pencil or eyebrow powder. A clean brow makes your overall look more professional. .



The camera flash tends to lighten the features on your face, so use a slightly darker shade of eyebrow pencil than you usually do. The above photo shows a well-balanced colour and shape.



The eyebrow in the photo above is two toned (lighter at the end) because the eyeshadow/pencil was a little too light and the bright camera flash highlighted the difference in colour. Make sure you use a pencil or powder that will look even under a bright camera flash



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### Contour Your Face

Because selfies wash out the face, you lose some of the definition of your features. Use bronzer, contour, blush and highlighter to emphasise the contours of your face, and this will help to define your face shape.

*Contour:* Apply contour over the jawline, temples, sides of the nose, and just under the cheekbones

*Highlighter:* Add this to the top of the cheeks, centre of forehead, centre of the nose, inner corner of the eyelids and centre of chin. Don't over-highlight and avoid shiny streaks, be conservative and blend well.

*Blush:* Use a natural-looking blush after your highlighter to add tone and dimension to the cheek. Find a shade that exactly matches your skin colour when you naturally flush.

*Bronzer:* Apply bronzer to your face in places where the sun hits to create a sun kissed glow.

Use a fan brush to apply bronzer, blush and highlighter for the best gradual application.

Any kind of shimmer on your face may also look like you have an oily face, so go lightly on the shimmer and highlights or stick to matte makeup, and you will get a much better picture.

And while we're on about selfie trends, don't go overboard with contouring. Subtle contouring is fine, but you shouldn't see the contouring—contouring and highlighting should be seamless and just melt into your skin.

The trick is getting just enough contour, so be light handed when applying contour, blush and bronzer, use a little at a time, checking the results between each application. Too much contour, blush or bronzer will look just as bad as not enough.

**Remember: Contouring is to shape and define the face. Bronzer is to give the face a sun kissed glow**



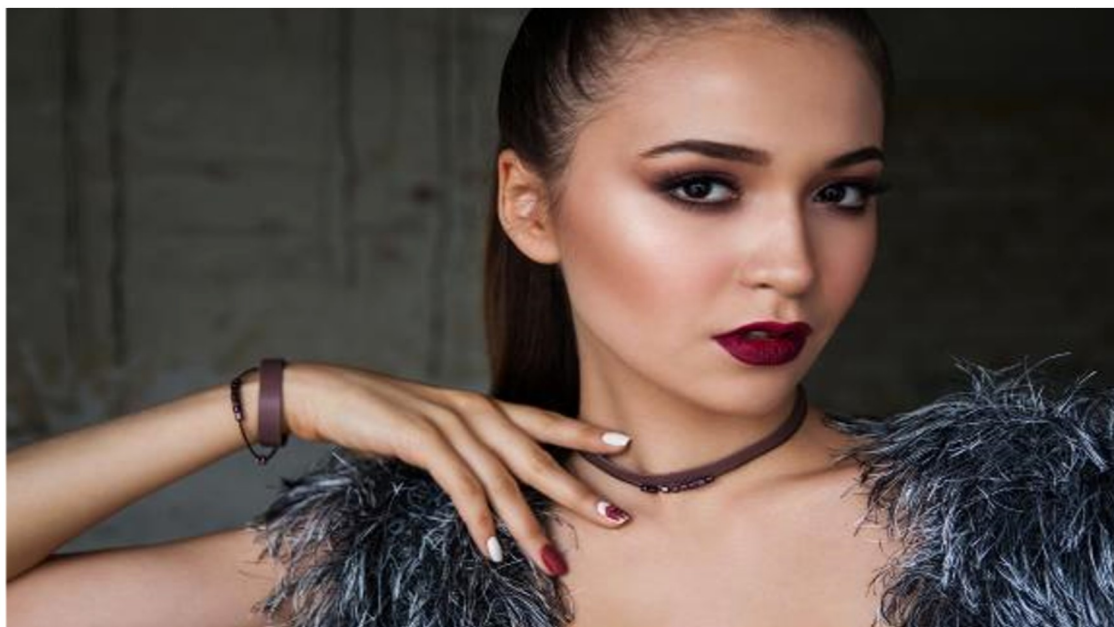


The photo above shows how **NOT** to apply highlighter and contour. It stands out too much and looks like slashes across the face and needs to be blended in properly. Make sure you blend all products together so they don't sit on top of the skin

Because selfies are usually taken quite close, glare can reflect back into the lenses of the camera and highlight the features of your face making them look bigger than they really are.

Matte makeup will always look better in a selfie, because it won't reflect the light and cause glare.

The photo below is a good example of highlighting and contouring that is blended correctly with just a soft glow on a matte foundation. The matte lipstick is beautiful and elegant and becomes a flattering highlight on her face.



## Lips and Eyes

### CHOOSE A FEATURE AND MAKE A STATEMENT

Focus on one feature. If you're planning on doing a closeup of your face, consider glamming up one feature and toning down the others. This works especially well if there you have one feature that you are really happy about.

For example, if you love your smile and it's your best feature, keep your eyes looking natural while wearing a stunningly beautiful lipstick.



### Lips that Pop

To make your lips stand out in photos, it's important to have a well-executed lip that's balanced, colourful and symmetrical.

Line your lips with an even, smooth line, then add brilliant coloured lipstick using a lip brush. After applying lipstick, press a tissue (Kleenex) onto the lips to set, then re-apply your lipstick to help it last longer. This method gives you good control and maximum coverage.

Try a bold Lip Gloss to make your statement - a brightening lip gloss looks amazing in photos and adds light and youth to your face. Avoiding glossy shiny surfaces has been mentioned before about reflecting glare back, but on lips it works and makes your lips look bigger and stand out.

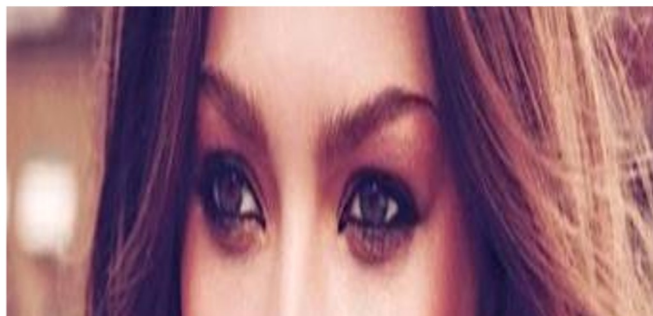


**Rhianna** in the photo on the left has a lovely gloss on her lips that really makes them pop

Her eye makeup is soft and she has chosen to make her lips bold.



Likewise, if your eyes are your most flattering feature, glam them up while keeping your lips fairly natural



### **Glam Eyes:**

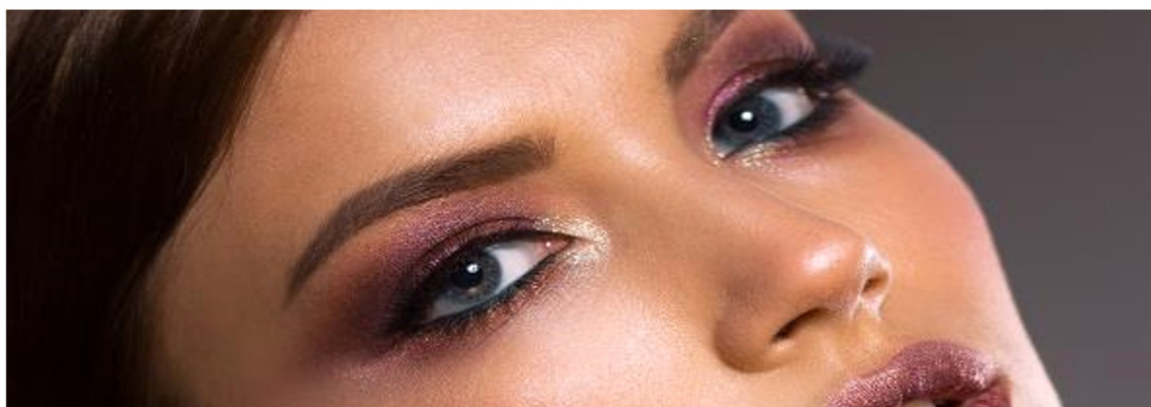
Eye makeup can dramatically change the way you look.

To make your eyes pop, use bold, darker colours on your eyes.

Keep shadows matte or semi-matte.

Avoid too much shine, sparkle or shimmer as it will look like a mirror ball.

If you really want a shimmer shadow, just blend with a little matte shadow or powder to tone it down for the camera.



### **Tone Down Lips:**

To balance out your glam eye statement, choose a more toned-down lip like a matte look.

Line your lips with lip liner and use a matte lipstick colour suitable for your skin tone.

Try a nude coloured lipstick as it's a very neutral look and neutral is so on trend right now, there are many to choose from, find one that suits your skin tone and *voila!*



## Eyeshadow

Using three colours (a medium shade, a darker shade, and a highlighter) will make your eyes appear brighter and larger in pictures. Choose an eyeshadow colour that suits your eye colour and skin tone.

Start with a classic defining shape as shown in the diagram below. There are many variations on where to place eyeshadow, but for now this will do as a basic `look`.

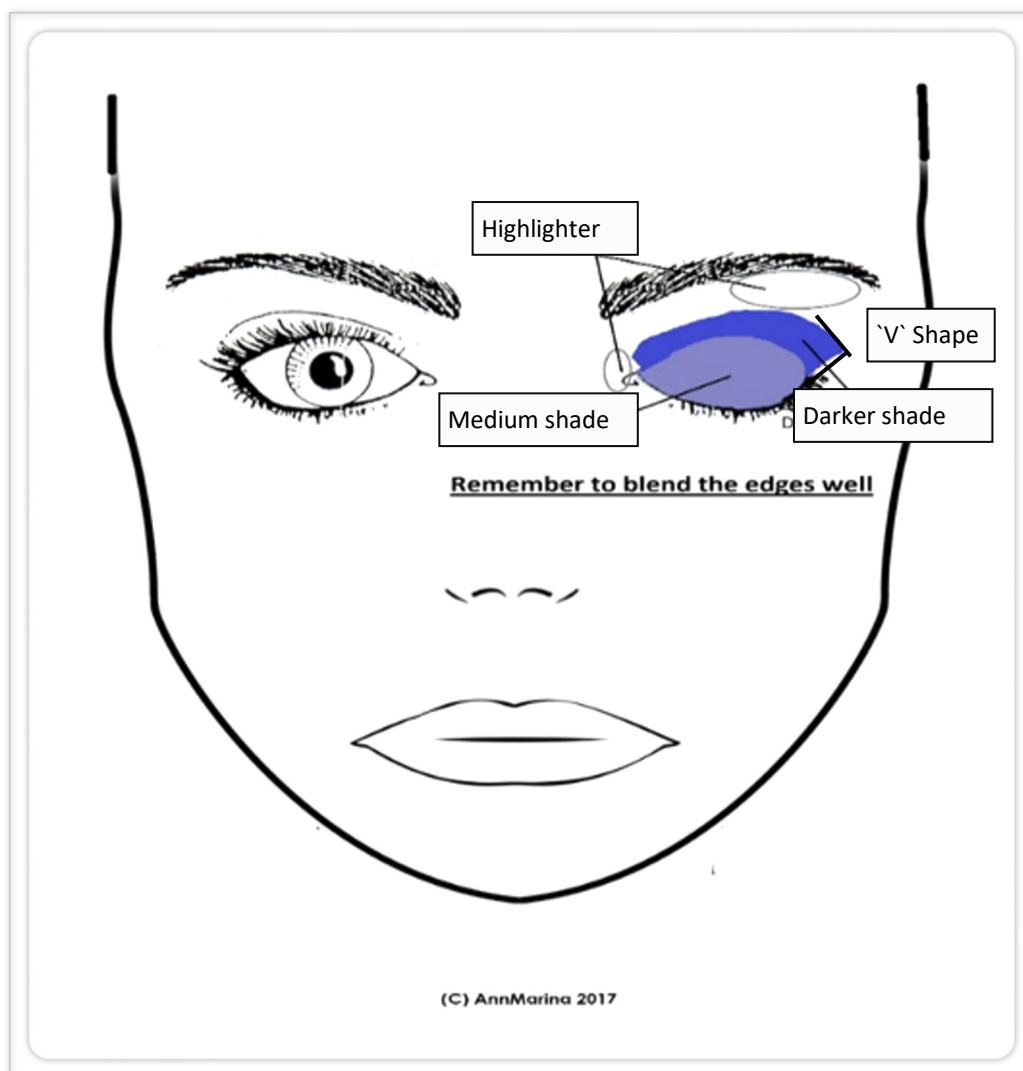
Apply the medium coloured shadow over the lid, then the darker shadow in the crease. Start at the outer corner of your eye, sweeping inward along the crease.

Lastly, apply highlighter at the inner corner of the eye and on the brow bone which will brighten up the darker areas of the eye and make your eyes pop. It will also let more of the light get into your eyes and that will add that sparkle to them that everyone wants in a selfie

Make sure you blend the darker colour through your crease to define it and give it extra dimension.

**Top Tip:** Use a soft fluffy eyeshadow brush to blend so that you can't see where one shadow begins and the other ends.

If your eyelid is smoother without a strong crease or has a fold, blend the deeper shade just on the outer corner of the eye for nice dimension, in a `V` shape, not all the way across. Let your bone structure be the guide.



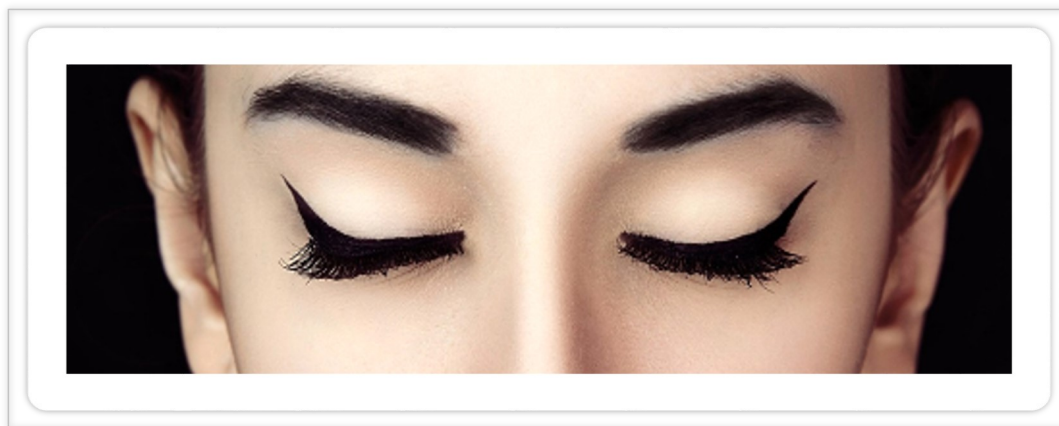


## Eyeliner

Use an Eyeliner and add further definition to the eye.

Eyeliner frames the eyes in photos (and real life!). Use a thin brush or pencil to apply a thin liner very close to the lashes. If you have an overhanging eyelid, try applying the liner while the eye is open.

The closer to the lash and tighter the line, the better. Start with the classic shape and experiment by adding a classic winged liner. This looks great for a selfie.



## Mascara

Mascara needs to be budge proof, so invest in a great waterproof mascara and you may need to apply two or more layers for the camera, but ensure lashes are clump free by separating with a lash brush.

## Falsies.

**Individual falsies** are the best as they give a very different feel compared to strip lashes because they are less uniformed and depending on how many are applied and which length is used, you can create any custom effect that is always feathery and natural looking.



Wearing false eyelashes are extremely important to consider when taking close shots of your face, as lashes are the first thing that draws out attention.

**Full Volume Lashes** Full lashes are thicker strips, with more densely packed bristles that open your eyes and give them a dramatic look. Completely opposite to natural lashes, full lashes are for when you want to look bold and edgy.

While these lashes may look too heavy for everyday wear, they are great for photos.

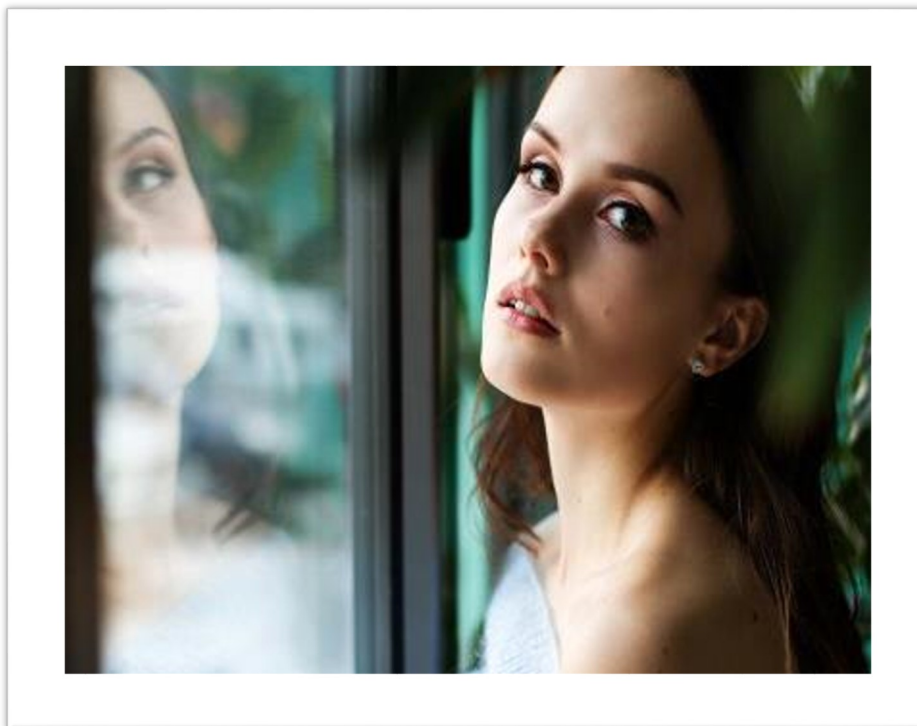
They enhance your eyes and natural lashes, which is why basically every celebrity wears them on the red carpet - as seen in the photo on the left of **Jennifer Lopez**

### Check your makeup in natural light

Check how you look in natural light. Indoor lighting is very harsh, so when you apply makeup under artificial lighting, you might apply a lot more than you really need. Stand near a window to check out how you look.

If you're having trouble getting a good selfie, consider these options:

1. Check your foundation and apply a thinner amount so that the skin is 'visible'
2. Make sure to properly contour and highlight to get more colours on your face which will even out the skin tone.
4. You can go back and edit the pic by adding more light into it with a filter.



### 3. LIGHTING

Pay attention to good lighting. Having a solid light source is an essential part of taking any kind of photograph, and selfies are no different.

**For Daytime:** Stand next to a window or go outside and take advantage of the natural light. Natural light is a good option but avoid days outdoors with bright sun – find some shade. Overcast days are ideal for photos try never to use flash if possible

**For Night-time:** Fake your lighting.

Take your selfies in front of a vanity that has daylight light bulbs, fluorescent lights are too harsh and can change the colour of your makeup.

Check how much light is in room to see if you can take a pic without using the phone flash as it could be too bright on the face as it's the first thing the flash hits. If you're in a dark or poorly lit room lighten the background to lessen the light on your face.

The gorgeous photo's you see of Insta stars are usually not taken with camera phones, but by professional photographers with diffused lighting and filters that are very different from your camera selfie. Many Instagram and YouTube beauty gurus have special lighting also and don't use their camera phones but a professional camera.

If you're indoors turn off the camera flash and use good natural lighting or an "add on" flash and learn to use it by placing it a distance from your face. Otherwise do the best you can with the camera phone flash.

If you try to take a selfie in a dimly-lit room or one with harsh fluorescent lighting, it won't turn out the way you want it to by making your makeup looking muddy and sometimes ashen.

**Keep these factors in mind when you shoot:**

For the most flattering shots, keep the sun or other light source in front of you, slightly above eye level but not above your head.

The light in this position will soften your features instead of casting harsh shadows across your face. If it's off to the side or behind you, your features could appear shadowy.

Try using a thin curtain across a window to diffuse sunlight or over a lamp/single light (don't let it touch the hot globe!! always remember safety first.) This makes the light more flattering and softens your features. The selfies will show you having smoother, softer facial lines and your smile appears more attractive.

Natural light shows colours more faithfully than artificial light, but you can use artificial light to fill shadows.

- ◆ The best light is in front of you, not behind you
- ◆ Tilt the camera so the light falls across your cheekbones

**4. ANGLE THE ANGLE**

Instead of taking the picture head-on, try different angles to show off your best features. If you turn your head a little to the right or left, your features will appear less flat. Unless your face is perfectly balanced, a straight on photo can be harsh. Instead, tilt your head at a  $\frac{3}{4}$  angle, which is really flattering for everyone.



- ◆ Holding the camera slightly higher than your head so that it's pointing down on you will make your eyes look bigger, avoids making your nose look too big and helps you look slimmer.
- ◆ Know your "good side" - it's the side of your face that looks the most balanced and prettier and take your photos from that side.
- ◆ Angling the camera slightly above yourself and taking a snapshot of your face and chest will highlight your cleavage. Since this position is an unnatural pose, you already know what the camera will focus on when you take a selfie like this, so be prepared for comments!!

### Back Camera

Practise using your phone's back camera. Many mobile/cell phones have two cameras: one in the back, and one in the front. The back camera takes higher-resolution pictures than the front camera, which will end up taking a blurrier selfie.

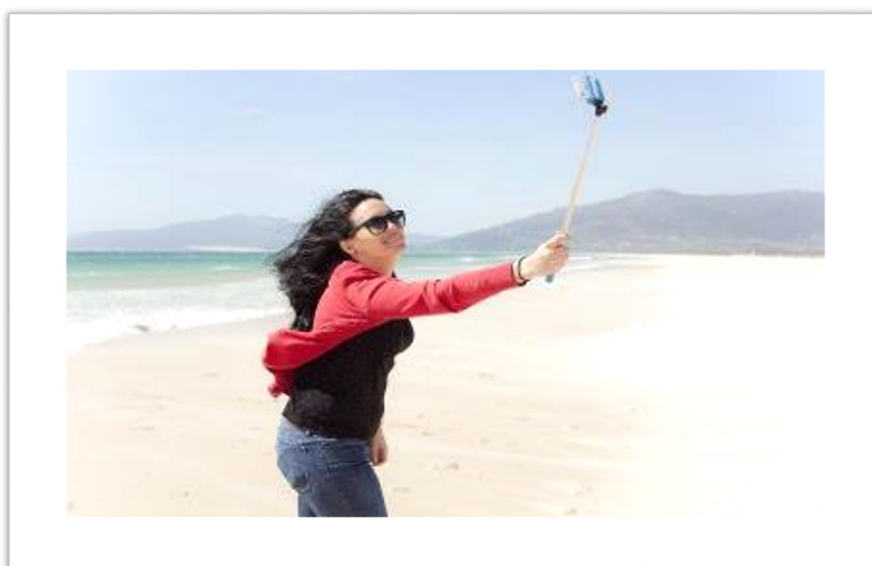
You'll have to turn the phone around, and you won't be able to see your face as you take the picture, but it's worth the trouble to use the back camera and with a little practise you'll soon get it.

Stretch out your arm, use your wrist to point the camera toward your face, and snap away. It might take some practice to get it right, but eventually you'll know exactly where to position the camera to make sure it captures your whole face (and never cuts off the top of your head).

Practice using both your right and left hand to take selfies. See which one allows you to get the angles you want.

- ◆ Don't bend your face over or lean into your camera because it makes your nostrils look big, doubles your chin and your face looks wider.
- ◆ Reduce the fishbowl effect by holding your camera as far away as possible.
- ◆ For a slimming effect, hold your camera slightly higher than your face.

If you want to have a perfect selfie from the top then get a selfie stick. It stretches and gives you nicer pictures and not just from the top but from any angle you want



## 5. BACKGROUND

Consider the background of your picture. Whether you take your selfie inside or outdoors, check around you first to see what's going on in the background.

Position yourself so that you're in front of the background you want people to see.

Nature always makes a great background. In the Spring and Summer, you can pose outside in your garden or a park near a blossoming bush of flowers or leafy green bush. For Autumn, capture the colour of the changing leaves in the background, for Winter, capture the magic of frost and ice or your reflection in a puddle of water.

If indoors, take a selfie in your room. Tidy things up and display something interesting in the background as long as it's not distracting. For example, if you love to read, then a bookcase or stack of books or if you like makeup, a neat line of lipsticks on a shelf. Find something that represents you, your favourite interests or hobbies.

Don't put too much in the background and make it busy, for example, a poster with lots of people in it would be distracting.



### Photo-bombers

Watch out for photo-bombers such as younger brothers or sisters, pets taking a bathroom break in the garden behind you etc. Before taking your selfie, take a quick look around to make sure that no one or anything is waiting to ruin your moment.

Although sometimes photo-bombers add to the selfie! Don't delete a photo just because it has your pet or little sister in it. The look on their face or whatever they are up to could make it a more interesting picture.

## 6. STRIKE A POSE

Know which poses are considered outdated. There are certain selfie poses that became wildly popular and are now well past their time such as muscle flexing, pretending to be asleep, or pretending to be caught off guard by someone else.

Taking a selfie and pretending that someone else took it is hard to pull off. There will be some clue in your posture or actions that will give you away and open you up to criticism. If you do it with a slight smile or a wink, people will realise it's an intentional setup.

You can still contribute your own examples to the mix but do it with a little self-awareness so people know you're in on the joke.



### Look Slimmer:

To appear slimmer in a pose, slightly lift your hip to the same side you are holding your camera in, like in the photo above.

Your opposite shoulder should come forward a bit, and your free arm should either dangle to your side or your free hand can rest on your hip and then lean your chest forward, naturally.

Try not to use a mirror unless there's no other way to get the shot you want as sometimes the mirror can reflect back a strange glare from the flash.

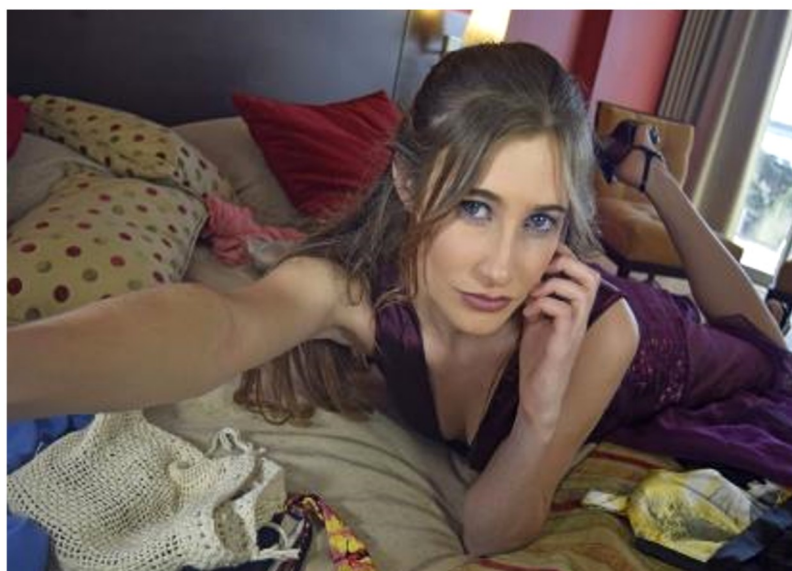
Plus, sometimes your selfie could appear distorted, since mirror glass doesn't always reflect a perfectly accurate image.



For a close up, your face and part of your shoulder should take up the entire frame like in this photo on the left.

If you are taking an outdoor selfie, use the wind in your hair as an advantage!

Just like **Beyonce** does in this photo on the left. BoSS GiRL!!



Cleavage shows well if you prop yourself up with elbows on a bed or the floor.

Notice also in this photo she is looking directly into the camera lens with a smouldering, sexy look.

Practice this look in front of the mirror until you get it right - it's sure to get you a few comments!!



For males, leave the shirt off and take the pic from the side to show off your abs.

Leaving the shirt off is better than pulling it up, which looks sloppy and half-hearted.

If you have muscles, stretch out the arm you want to show off - the muscles look better this way.



### Avoid Multiple Chins

When it comes to chins, avoid a double chin effect by stretching your neck and push your shoulders back for good posture.

Don't hold the camera directly beneath your face as this is an unflattering angle and will show up multiple chins.

### Smile

Squeeze your eyes a bit while smiling to make it look more natural and experiment with different smiles until you find one you like

On the right is actor **Anne Hathaway** who has beautiful big eyes but as you can see in the photo, she closes them slightly and also has a soft half smile. This is a look she would have practised in the mirror until she had it perfect.

Find your most flattering look by practicing in the mirror and it will become an automatic, natural pose whenever you are in front of a camera.

All Hollywood actors models and media personalities have their favourite pose and smile well practised.

Also, when you take the selfie, close your eyes and, just before you press the button, open them again. This will make sure that you don't blink at just the wrong moment.

Once you have your pose - stay still or else your photos will be blurry. Also make sure you don't move your phone when you take your selfie. This will help you on getting a clearer photo

Keep it all as natural as possible or you'll look like a try-hard but then again, that's what selfies are all about !!



## 7. LET LOOSE

Don't be too serious in your photos, people love seeing you act silly — that's what selfies are all about. Be sure to smile or do something cheerful.



Have an interesting expression. You can't go wrong with smiling. If smiling makes you feel a little silly, a cool collected expression could also go over well.

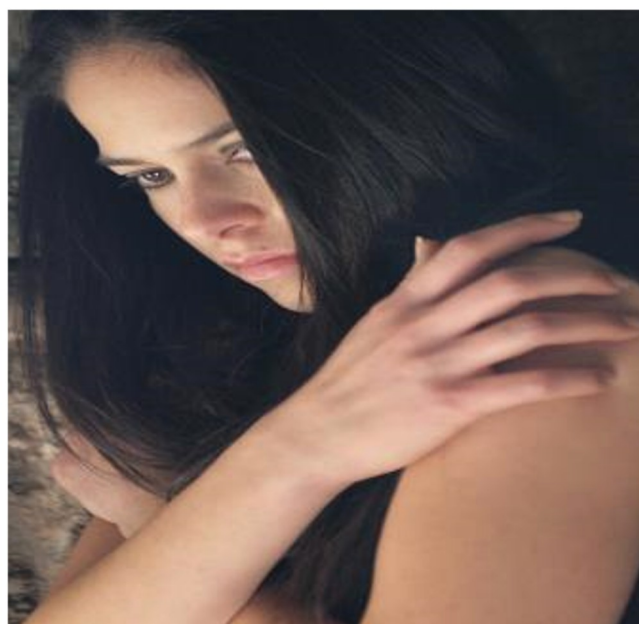
You can play around with different smiles, of course. A closed-mouth coy smile can be just as interesting and just as flattering as a wide, laughing grin.

No matter what, a smile is one of the most appreciated and charming expressions you can wear.

If you want to try a more intense look, it can be hard to make sure your expression looks natural.

One way to make it look more real is to try taking a selfie when you're feeling an emotion like while you're watching a movie that makes you laugh or right after you find out some serious news.

Practice different looks until you can quickly and easily pose them for the camera. This way they look more natural.







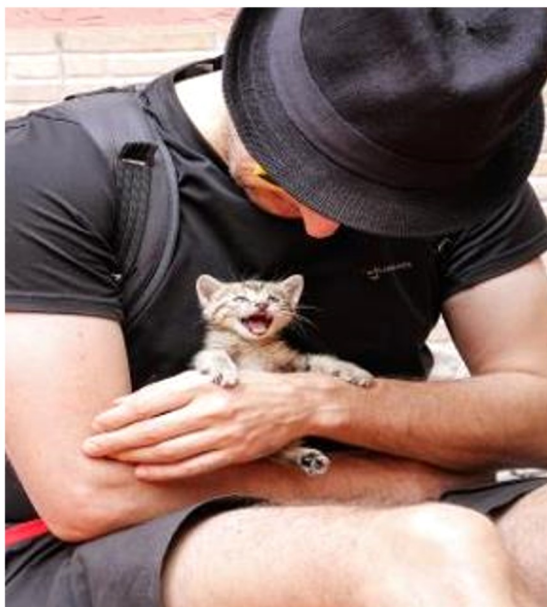
For more interesting shots, grab a few more people to be in the photo. Grab some friends, family, pets.

It'll be interesting and fun for other people to look at and share, especially with cute family pets!

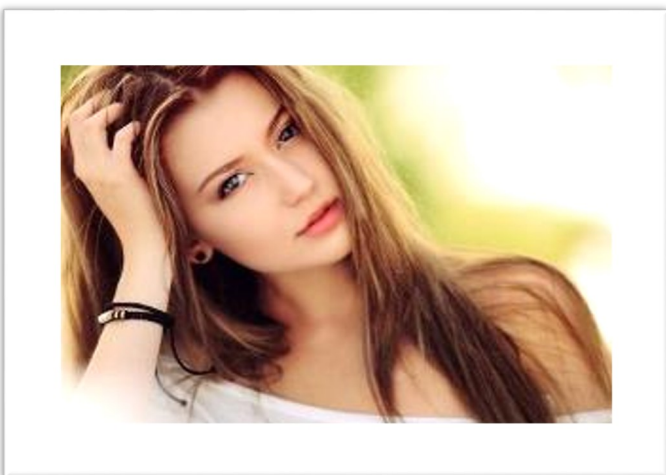
It's also a good way to take a selfie in public if you're self-conscious about taking a picture of just yourself.

The more people in the picture, the better when it comes to sharing!

If you have a group of friends instead of just one or two, or cute animals, the picture is likely to get passed around and liked by more people



## 8. BE CREATIVE

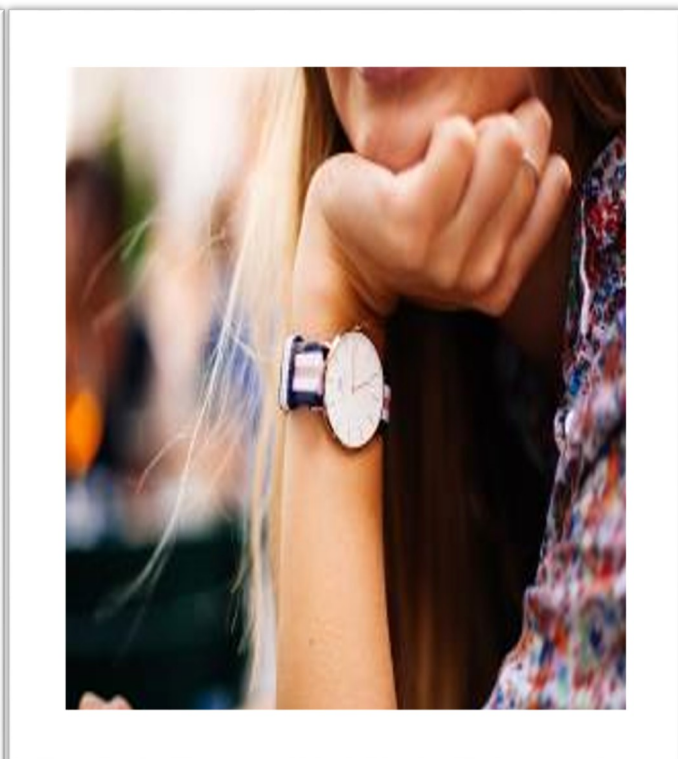
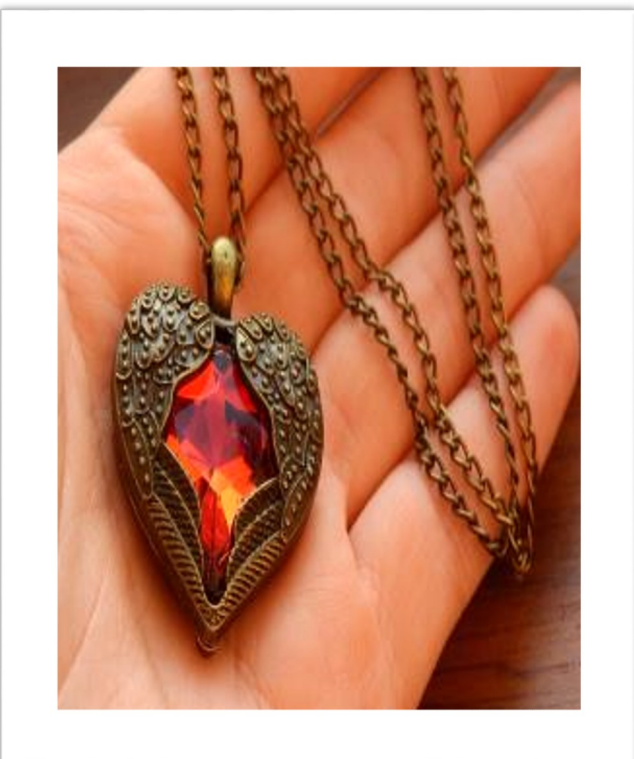


A selfie showing off your new hairstyle, for example, should show your hair from the most flattering angle

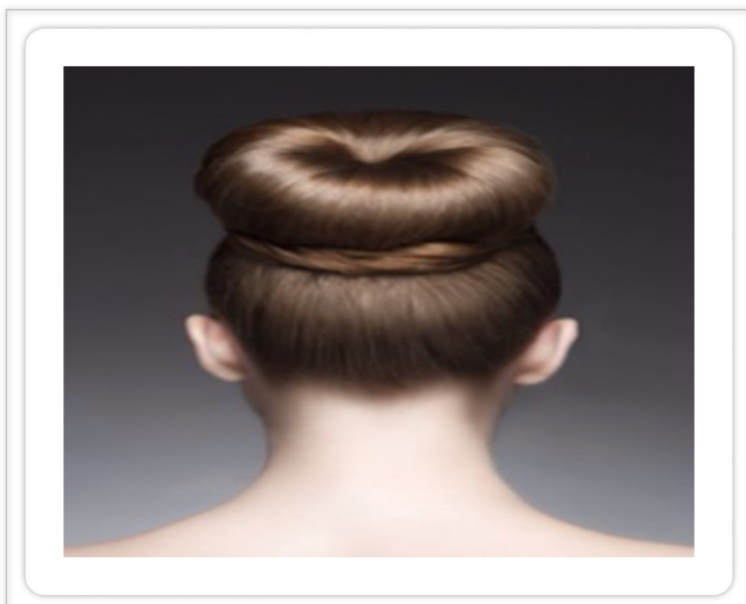
and the same goes for a selfie showing off a new pair of glasses.



You could also take a selfie holding a new item you just bought, or even a food item you're about to eat.







Have a perfect bun? Stand against a clean background and show just your bun for an artsy take.

**Hair Smile:** This one's all about showing off your hair.

If you consider it to be your greatest asset, take a selfie featuring your hair instead of your smile.

On a similar note for men, a selfie showing off a beard should show the beard straight-on.



Show off something new. If you decide to take a selfie to show off a new haircut or a new handbag, make sure that you frame the photo in a way that highlights the new feature that has you so excited.





**Taking a full-length photo:** If you want to show off a great new outfit or a fabulous figure after a diet, you will need to stand in front of a full-length mirror to capture your body from head to toe.

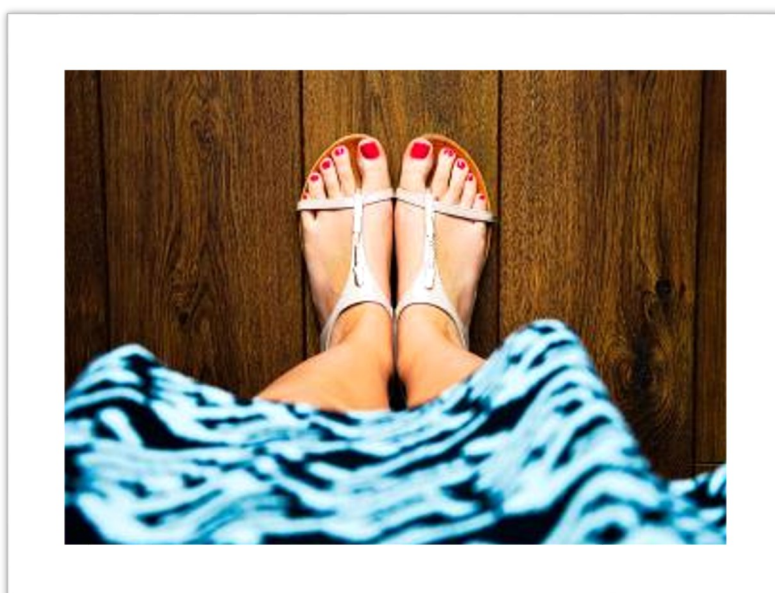
In this instance, your face is no longer the focus of the photo.

Take full body shots in a clutter-free space. The photo should focus completely on your figure, not on random objects in the background.

## 9. KEEP THE MYSTERY

**Try a natural look.** Don't add too many filters at a time. You can take a picture of yourself as the outside world always sees you, but taking a snapshot of yourself with bedhead or minimal makeup can give the illusion that you're giving your social media followers a glimpse at the "real you." This can be both interesting and sexy.

If you're just-out-of-bed look is more of a nightmare than a dream, however, you can straighten up a little. Even light makeup can give the impression that you are showing your "natural" face, especially if you tend to wear much more makeup than what you put on for your selfie.



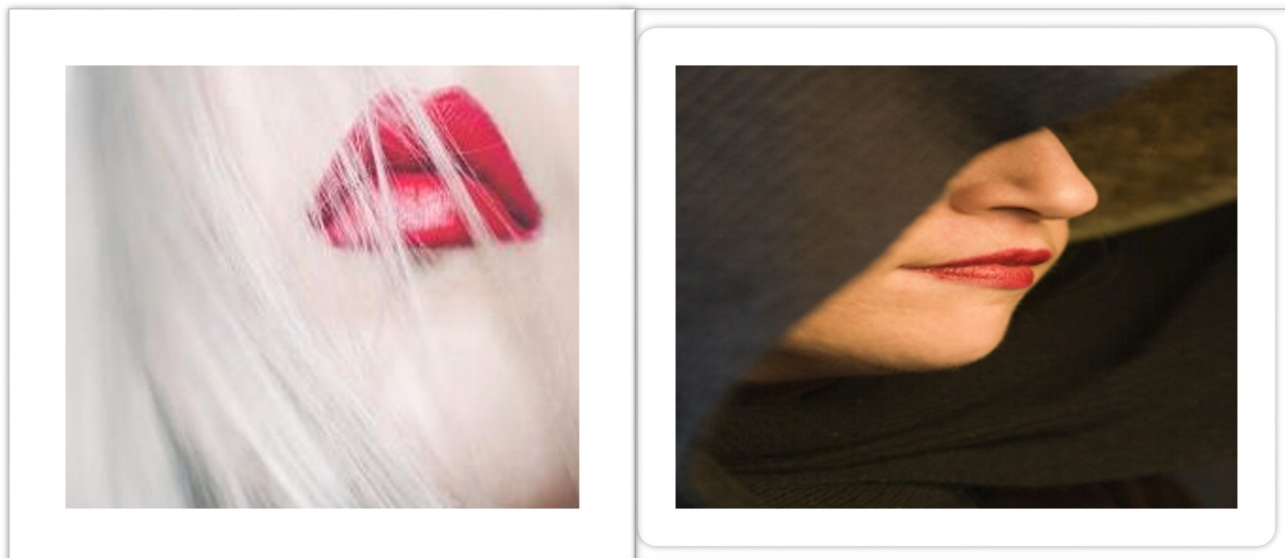
### **Snap a photo of your shoes.**

If you decide to take a selfie of your feet after you slip on a great new pair of shoes, angle the camera so that your leg appears slender as it leads up to your foot.

Aim the camera straight down. The edge of the frame should land somewhere on your thighs, fairly close to your hips. This angle makes your legs look as long as possible.



To keep a little mystery, take a selfie that only highlights part of your face. If you're just showing off your new lipstick just snap half your face for an editorial looking image



## 10. Edit and Crop

### Edit.

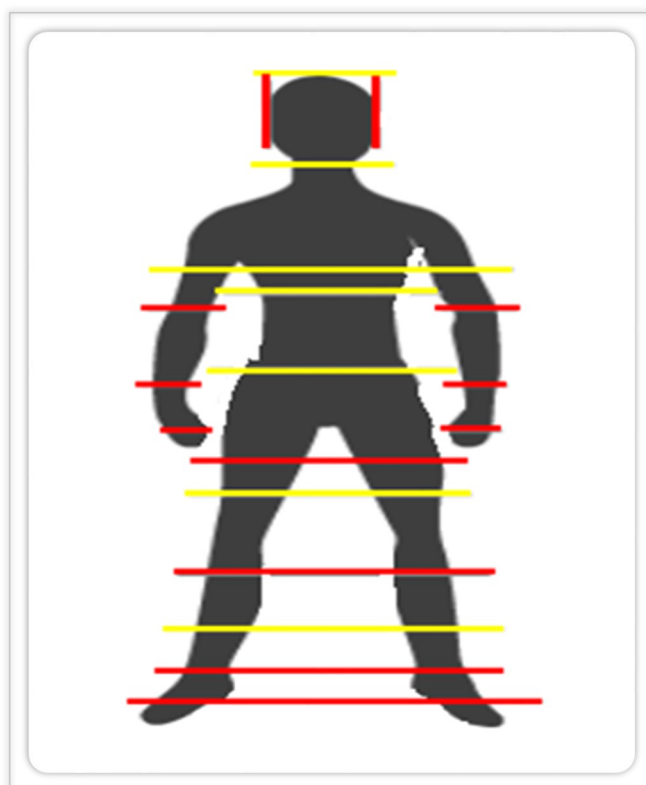
If you have photo editing software, you can also touch up any blemishes or flaws on the selfie before uploading it to a social media.

You can cut out parts of the background, resize the photo so it frames your face differently, change the way the light looks etc.

Keep in mind that you should use photo editing sparingly. If you can't make your edits look completely natural, delete the changes rather than posting an obvious fake.

### Cropping

If you need to crop your photo, crop as shown in the below diagram for a balanced look:



**Crop on the yellow lines. Don't crop on the red lines. Cropping on the red line area will make you look distorted.**

## 11. FILTER FLATTER

Once you've snapped the perfect selfie, choose a filter to accent the focal point of the picture. If you're wearing blue eyeliner that you want to pop, try a filter which will draw special attention to blue.

Have some blemishes you want to gloss over? Try a softening filter. Want to show off a great lipstick? Use a filter that has a good option to enhance the colour red and has high saturation.

Experiment with filters — yes, even the puppy face.

Filters can add an interesting dimension using colour and light. Not every filter is right for every selfie, so play around with different options before settling on the best one.

The simplest filters are "black and white" and "sepia." Other popular filters include those that make the photo look vintage, creepy, romantic, or darker. Feel free to test them all out and see which ones go best with your photo.

## 12. GET IN ON TRENDS

Selfies have really taken off in the past few years, and it's fun to participate in selfie-related trends. What selfie trends are filling up your feed? Don't be shy about uploading some pictures of your own too.

Here are a few popular ones:

**Throwback Thursdays:** Every Thursday, people post pictures of themselves from an earlier time. See if you can dig up a selfie from childhood, or simply post one from last week.

**From Where I Stand:** This hashtag was created by people who wanted to share special shots from their own perspectives.

Take a picture of your feet as you stand in a country you're visiting for the first time, on the beach, on a cracked city sidewalk or anywhere else you want to share.



**Feminist Selfie:** This hashtag really took off.

It's about being proud to post your picture even if you aren't stereotypically gorgeous.

Beauty comes in all shapes and sizes.

### 13. Rule 6-2-2

Be aware that some people find too many selfies annoying, and you might draw some negative comments.

If your online albums end up full of selfies, you might want to consider making it more interesting by following the 6-2-2 rule. Following this rule will help you deliver valuable information, show your personality and voice and make your posts unique and special - someone that your friends will want to keep following to see what you're posting next.

The 6-2-2 rule gives your followers the right balance of information content and personal content, so they won't get bored just looking at your selfies all the time.

Rule 6-2-2 is this:

#### **Out of every 10 posts you post on social media**

6 should be valuable content of selfies that your followers will find interesting.

2 is something you've created yourself that your followers will love e.g. infographics or videos.

2 are posts showing off your fun side and also your inspirational 'feel good' side.

Notice each of these areas all have something in common—they're all focused on your friends and followers, not on you. So, let's look into all this a little more and see how it helps your posts and increases your likes and what you need to do to make it all work.

### **6 or 60% of posts**

People love it when they see you posting 'valuable content' which is something posted by you that they find useful. If you're into fashion you can post a selfie about the latest fashion trend for handbags. Maybe in the new season everyone is carrying extra large tote bags so post a selfie of yourself with the latest handbag you have bought that's the new trend.

Or maybe large size sunglasses are becoming fashionable again so take a fun selfie of you wearing the latest sunglasses or going shopping and trying on a few pairs in the store.

There's so much you can post about - find a new outfit and post a photo of you wearing it and hashtag it as #ootd (outfit of the day)

Spend some time researching and reading the latest news in your special interest area - fashion, food, lifestyle and be part of the conversation around subject areas you know your followers will be interested in.

Sharing content that is relevant and specific to your interest area will indicate you have your finger on the pulse of what is happening.

These selfies also give your followers something to comment on and start a conversation - everyone loves to chatter!

If you want to be an influencer this will help you, as influencers are known for being able to provide valuable content to their audience. That includes sharing content that they believe their followers will find useful.

Remember, whatever you post needs to be useful and sharable; it also needs to be relevant to your interests and the interests of your followers.

**FOR EVERY 10 POSTS YOU MAKE**  
**6 are Selfies**  
**2 are created infographics or videos**  
**2 are funny or inspirational quotes**  
**= 10**

## 2 or 20% Creation

Next you want to spend some time creating content of your own like Infographics or short videos.

For example, you can write up an infographic or shoot a short video of how you straighten your hair. or you could show your followers how you do your eyebrows or use a lip liner before applying lipstick.

Video yourself at home arranging your wardrobe or how you store your shoes etc There are many things you can do like this, just everyday things that others will find interesting

When you do these remember to list any products you use and give a shout out to the company that made them e.g. @MorpheCosmetics. You never know, they may reply to you or send you some free products for mentioning them.

The key thing is this information is useful and shareable which should bring you more likes and comments and possibly increase your followers.

## Infographic Example



## 2 or 20 % Funny or Inspirational

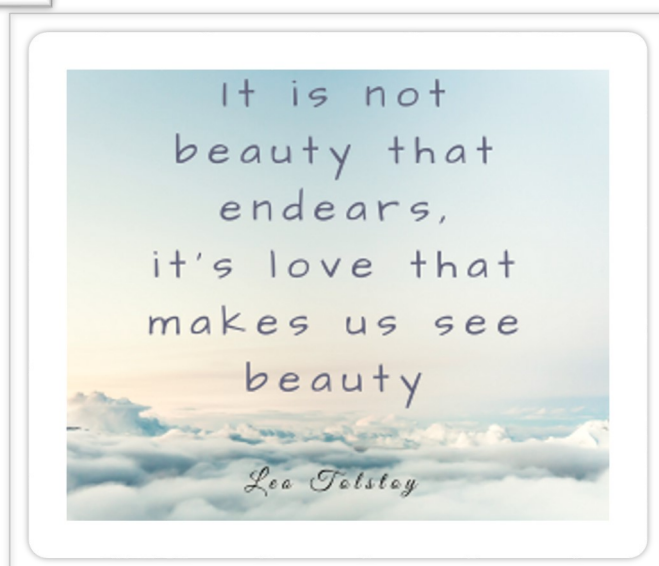
This is the bit that brings you and your personality to life and shows your friends and followers that you are human and not just an online face.



Here you can show off your shining personality and humour. You can post about things related to your interests or it can be completely random just to keep people on their toes.

They may have nothing to do with fashion or makeup...anything you're interested in, but it's funny and encourages interaction with your friends.

Inspirational posts are very interesting to followers and it gives everyone that 'feel good' vibe.





It's fine to post random posts like this and the result is likely to be more friends and followers as they'll keep coming back to see what other fun stuff you post while also finding other useful content. When sharing funny/inspirational posts make sure:

- ◆ It's the kind of fun and inspiration your friends like
- ◆ It shows off your personality

So there you have it the 6:2:2 rule for social media, remember it's all about your followers and striking a balance in what content you share. Focus on content that is valuable, interesting and fun, you want to have a relaxed vibe about it all your followers interacting with you.

#### 14. UPLOAD

Upload to all your feeds. Share your selfie on Facebook, Twitter, Snapchat, and Instagram for all your friends to see. Always add a caption to describe what's happening in the picture and ask your followers a question. If you're walking on your favourite beach, ask your followers what their favourite beach is, or what do they love to do to relax - it's great to get feedback and comments!

Before you upload however, make sure the setting is appropriate. There are some places that should be completely off-limits to selfies, like funerals or the scene of an accident. Most situations like this are common sense, but generally, ask yourself if taking a selfie in a given situation could upset or offend people who see it. If the answer is "yes," save your selfie for another time

When you upload a selfie, own it! Pretending that you were taking a picture of something else and your face just happened to be there won't fool anyone, so be proud to show off your lovely face.

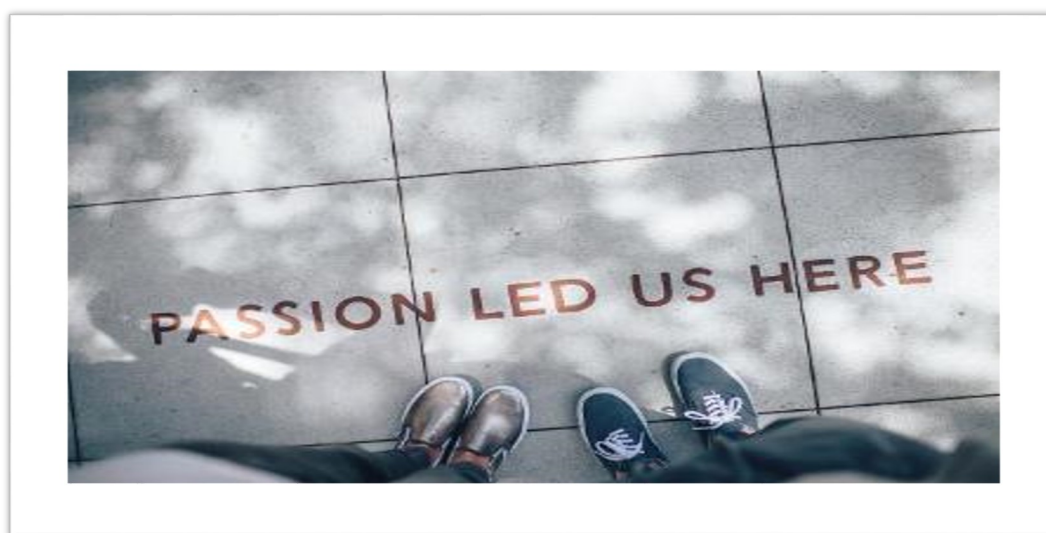
#### 15. GET MORE LIKES

From time to time have a look at other peoples posts and leave comments. The more "likes" and shares you give others, the more you'll get back.

Instagram and Facebook really like it when you comment or leave an emoji on other peoples feed. When you do this they push your feeds up before others as they can see you are a genuine poster and not a `bot` so leave a quick comment or emoji now and again and see what response you get :-)

Other things you can do get more likes are -

- ◆ tag the location where you are
- ◆ give reviews on the food you are eating and tag the restaurant or café
- ◆ tag the business or place you are in/at
- ◆ tag friends who are in the photo with you



Always be genuine and passionate.

If you love what you're doing then it shows through in your posts

.....be **Passionate** and **Authentic** .....be **YOU**....

**Believe in Yourself !**

Another way to getting more likes and comments is to have catchy captions. The blog article below is full of ideas and they are sure to inspire you!

From an online source: <https://au.oberlo.com/blog/instagram-captions>

There is a lot of helpful advice and ideas on this site so have a look. You can also Google `Instagram Captions` and many other websites will come up for you to browse.

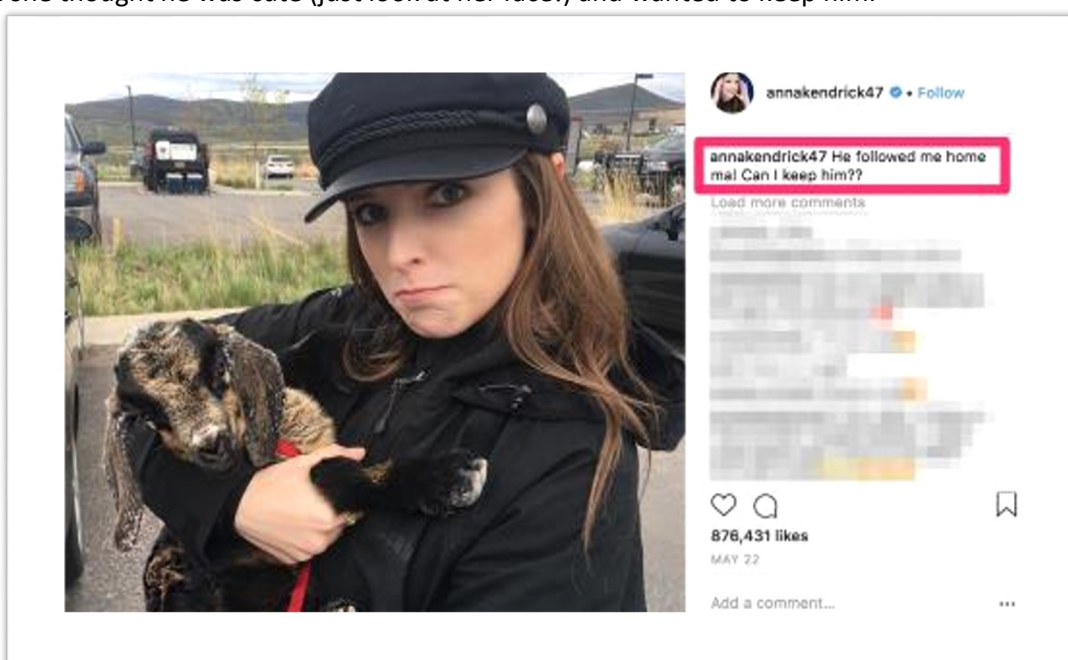
## 200+ Best Instagram Captions and Selfie Quotes for Your Photos

In this article, you'll learn what an Instagram caption is, why you should use one, and tips for writing the best Instagram captions. You'll even find a list of cool Instagram captions you can use for your photos.

### What is an Instagram Caption?

An Instagram caption is a written description or explanation about the Instagram photo to provide more context. Instagram captions can include emojis, hashtags, and tags. Here's an example of a caption on Instagram:

Anna Kendrick posted a photo of herself with a cute animal. Her Instagram caption read "He followed me home ma! Can I keep him?" In this case, her caption helps give context as to why she took a picture with this animal. She told a one sentence story about how he followed her home, but likely took the photo because she thought he was cute (just look at her face!) and wanted to keep him.



### 1. Ask for Something

Posts with the most engagement tend to have Instagram captions that ask for something. You might ask for friend tags such as "tag a friend who'd love this t-shirt." You could also use your Instagram caption to ask a question such as "What do you think of this look?" And of course, you can ask for a purchase by asking people to click the link in the bio. By asking for something, you engage your audience and strengthen your relationship to them. All good Instagram captions get people talking, sharing, or buying.

### 2. What's the Instagram Caption Character Limit?

The Instagram caption character limit is 2,200 characters. How many words is 2,200 characters? About 330 words, give or take.

Take advantage of this character limit every now and then. Some days you might choose to write an Instagram caption with a string of emojis, but other days you might decide to share a story. With 2,200 characters, you can clearly communicate context to complete your Instagram post.

### 3. Use Emojis as Easter Eggs

If you've got a sizeable and loyal audience, you can use emojis to leave Easter eggs in your Instagram captions. What's an Easter egg? They're little hints that send a message across without explicitly saying anything. For example, Britney Spears has been using apple emojis for several weeks. She's rumoured to have an upcoming single called Apple Pie. And while she never confirms anything about the single, she keeps using apple emojis making fans hysterical. If you have an upcoming launch or an announcement you want to hint at, you can use emojis in your Instagram captions to create hype.

### 4. Brainstorm Several Good Instagram Captions First

Have you ever thought of something really witty to say after posting on Instagram? Bleh, sucks. The secret to coming up with the best Instagram captions the first time around is to write a bunch of captions first before choosing one. You can create a short list of ideas, browse hashtags for inspo, or look up puns for your keyword.

Ultimately, you need to pre-decide what tone you want for your caption first. Do you want to share a heartfelt story or make someone laugh? Once you know the tone you want, you can come up with caption ideas to see what works best for your photo.

## 200 Best Instagram Captions to Use for Your Photos

Captions for Selfies and Selfie Quotes	Success Captions
Me, myself and I	We did it!
Just me	Work hard then work harder
But first, let me take a selfie	Hustlin`
Typical me	When daydreams become reality
Selfie Sunday	Say yes, take risks, and live life on your own
I was born to shine	The impossible is now possible
I don`t always take a selfie, but when I do.....	Perseverance pays.....a lot!
What do you think of this look?	It wasn`t always easy but it`s worth it
I woke up like this	Pursue your passion and you`ll never work a day
Couldn`t be happier	Entrepreneur life

<b>Instagram Captions for Couples</b>	<b>Question Captions</b>
Just the two of us	Yes or No?
He's my best friend	How can I help you?
He's my King, I'm his Queen	What do you think of this?
Sometimes relationships end so love stories can begin	How gorgeous is this?
We are totally #couplegoals	If you could be doing anything right now, what would it be?
My world, my heart, my everything	Which [fill in the blank] are you?
Bae	Trivia Time: How many people have tried [fill in the blank]?
My one and only	How are you guys doing?
My love	Miss me?
You're my 1 in 7 billion	What time is it?

<b>One Word Captions</b>	<b>Instagram Captions for Summer</b>
Me	Feelin' hot, hot, hot
Us	Sea, Sun and Smiles ☺
Love	Summer lovin' happened so fast
YES!	Chasin' the sun
Ugh...	Blue skies, high tides and good vibes
Heaven	Hello sunshine!
Speechless.	Life's a beach
#Goals	I never want summer to end
OMG!	Eat, tan, sleep, repeat
Surprise!	This is my resting beach face
Awkward...	



<b>Rap Lyrics for Instagram Captions</b>	<b>Instagram Captions Travel</b>
"I'm not a businessman, I'm a business, man"	If you could travel anywhere in the world, where would you go first?
"You only get one shot, do not miss your chance to blow. This opportunity comes once in a lifetime."	Hope you're enjoying work, I'll just be chillin' here in (destination)
California love	Leavin' on a jet plane
"We gonna party like it's your birthday"	Guess where I am
"I got 99 problems, but [fill in the blank] ain't one"	Work. Save. Travel. Repeat.
"The more money we come across, the more problems we see"	Time for an adventure!
Big poppa	Wanderlust
"Drop it like it's hot"	Wouldn't wanna be anywhere else
Only God Can Judge Me	Be right back, exploring the world
"I'm feelin' myself"	I travel because you can always get more money but you can never get more time
"To live doesn't mean you're alive"	Just gonna cross this off the bucket list...
<b>Captions for Girls</b>	<b>Captions for Boys</b>
Messy bun and having fun	Boys will be boys
I got it from my mama	Chillin' with my bros
A great girl is classy not trashy	Boys got swagger, men have style, but gentlemen have class
Girls are changing the world	Be a warrior in a room of worriers
Who run the world? GIRLS.	A great man is strong because he can be gentle
Just like my eyeliner, I always wing it	Haters are my greatest motivators
I'm not one in a million, I'm one in 7 billion	A real man provides, protects and perseveres
Leave a little sparkle everywhere you go	The only time a man should ever lie is to surprise someone
I'm wild and free	No guts, no glory.
The only person I dress to impress is me	Release the beast within

Short Instagram Captions	Attitude Captions for Instagram
Oh hey there!	I'd rather be someone's Sunday morning, not Saturday night
Short and sweet	Be the EXTRA in extraordinary
...	I've got hustle and heart
I got nothing	I don't believe in SOMEDAY, I believe in TODAY
*Insert witty Instagram caption here*	When life gives me lemons, I make lemonade then sell it
Just livin' life	My life my rules
Just chillin'	I'm not lucky, I'm talented
Today's perfect	You can beat me down but I'll just jump back up
Yup, another food pic	I may be down to earth but I'm still above you
Why so serious?	I'm confident, your opinion of me won't change that
Time for a change	

Good Instagram Captions	Sassy Instagram Captions
You're like a four-leaf clover: hard to find and lucky to have	Don't be average, be savage
You're amazing, brave, strong, beautiful and perfect in every way	It's not my fault truth hurts, here's a bandaid
So much to be thankful for	Be the kind of person that makes others step up
Nothing shines brighter than a heart of gold	Single as a dollar but not looking for change
Mistakes are proof that you've tried	Well behaved people don't make it into history
The journey is always the best part	Looks aren't everything but I have them just in case
Today's the best kind of day	People say I act like I don't care but it's not an act
Life is only as legendary as you make it	I can easily tell how intelligent someone is by how
Good vibes only	I'm classy, sassy and a bit badass
Livin' the good life	I've got my sassy pants on. Watch out world!
	I'm too glam to give a damn

<b>Clever Instagram Captions</b>	<b>Cool Captions for Instagram</b>
Don't judge someone by their mistakes but on how they fix them	Be the type of person you want to meet
If I don't post a picture, did it even really happen?	Just two friends having a good time
You know you've made it when your idols become your rivals	Guess who I just met?
They call me ranch 'cuz I be dressing	Best. Day. EVER!
One does not simply create a clever Instagram caption	What just happened?
Maybe she's born with it, maybe it's the Clarendon filter	Go BIG or go home
If the world was created in 7 days but it took	Treat yourself like a King and you'll attract your
People will judge everything you do, so you do you	This is GOLD
I just rolled my eyes so hard I saw my brain	This is it!
You never realize how boring your life is until someone asks you what you do for fun	Express gratitude. Regret nothing.

<b>Cute Captions for Instagram</b>	<b>Instagram Caption Ideas</b>
This is me in all my glory	Motivation Monday? I'm motivated seven days a week
Your smile is my favorite	Taco Tuesday is my favourite day of the week
Je t'adore	It's Wednesday so here's my wise quote of the day... actually I got nothing.
Keep your chin up so your crown doesn't slip	Here's a throwback Thursday picture. If you don't comment aww, I'll unfollow you.
Be kind. Be love.	Friday, my second favourite F word
Follow your heart in everything you do	"Friday, Friday, gotta get down on Friday"
Don't live a life regretting the things you didn't do. Go do things!	Happy #Caturday y'all
All I could ever want is right in front of me	It's Sleepy Sunday. So here's a selfie of me pretending to sleep.
Don't wait for the storm to pass, go out there and dance in the rain	Weekend Vibes...
She brings out the best in me	This basically sums up my entire weekend



Instagram Captions Lyrics	Funny Instagram Captions
"I could build a castle out of all the bricks they threw at me"	When I feel like giving up on my dreams, I keep sleeping
"I think I'm ready for my close up"	The best workout is a cross between a lunge and a crunch. Lunch.
"Pictures of last night ended up online, I'm screwed"	If I was funny, I'd have a better Instagram caption for this
"I'll just keep on living, the way I want to live"	*insert funny Instagram caption here*
"I got sinning on my mind"	This is my pretty hungry face
"Find me where the wild things are"	Namast'ay in bed
"I got one less problem without ya"	Putting the 'we' in weird
"I'm bringing sexy back"	We're all born a little crazy, some of us just choose to stay that way
"We're always undercover"	We all have that one friend...
"I don't care if you tear me apart"	I don't know what's tighter: my jeans or our love
"There's no way I could be stopped, was coming for your spot"	Mirror: you look amazing today Camera: Nope, you don't
"Hello, it's me"	I'm a model... Well... an Instagram model. Same thing right?
	But first, let me take 40 selfies until choosing one that actually works

## Conclusion

You may have noticed that the recurring theme with these Instagram captions is confidence, self-love, and attitude. Whether you use one of the Instagram captions in this article or create your own, the best captions on Instagram come from an appreciation of your self worth. If you're creating funny captions, feel free to use puns to add a sense of playfulness to your post. Make your caption tell the untold story behind the photo and it's sure to be a success.

I hope you found this ebook helpful and if you know of anyone you think would like a copy, please share it with them, after all it`s free!

I`d love to see your selfies, especially when you are being "creative". Please tag me #annmarina or share them to my

Instagram: @msannmarina

Face Book: @annmarinamakeup

have fun !!

Ann-Marina **OX**



# contact

If you have any queries, please get in touch, I'm happy to answer all and any questions.



Direct Message Me:

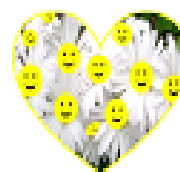
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