

Shine Bright

SHINE AND RISE MASTERMIND

STYLED SHOTS

INSPIRE | MOTIVATE | GENERATE

WHAT IS A STYLED SHOOT?

- ❖ It is a **mock up of a wedding/event** based on a concept or theme which can be photographed and filmed . Great for a product business as well! Have a day of photography and flat lays. Images are everything!
- ❖ They can sometimes be quite time consuming and costly so its important you do the right ones which are on brand and give you the **most return on time/investment**
- ❖ You can really push your **creative boundaries** with them, portfolio build with the right images. You need to collaborate with brands that align with your brand!
- ❖ You can also **collaborate with influencers** and of course network
- ❖ The main goal should be to get **marketing and PR out of them**. They are also really good for SEO

QUESTIONS TO ASK YOURSELF BEFORE ANY COLLAB

- ❖ What **benefit will this bring** to my brand? Is it brand exposure or actual income? Or is it getting in front of another audience? Professional images?
- ❖ Are the brands I am collaborating with **aligned with my brand vision** and are we similar in values and style?
- ❖ Have **clear responsibilities and boundaries** to ensure that everyone is contributing equally. Put everything in writing and create a spreadsheet you can share if this helps
- ❖ **Look at the cost** of the shoot – not just the actual cost but the time cost! Be clear on travel, delivery and charges etc

INITIAL STAGE IS TO START PLANNING

- ❖ Don't just do shoots with models for **makeup with dark backgrounds**. I think that look is really dated now. And don't post in groups saying "lets collaborate"
- ❖ **Don't do what everyone else is doing!** Think of the whole concept so think of elements such as the male model, cakes, favours, stationery suite, furniture etc! You can view my styled shoot for Rock My Wedding on this link - <https://www.rockmywedding.co.uk/tag/desi-bride-dreams/>
- ❖ For this shoot I really looked at other sources of inspiration such as **interiors, fashion collections, architectures**, travel etc

EXAMPLES OF MY SHOOTS



ELEMENTS TO CONSIDER

- ❖ The theme and the vibe you want to go for. For example is it **Pantone Green, Asian fusion, botanical**, Indian summer etc.
- ❖ Definitely have a **colour palette** that you can work towards and always look at your surroundings and what colours would complement your venue.
- ❖ Make sure your **shoot has a story**. For one of mine I had a Doli scene, two outfit changes, a cake cutting scene etc, a table set up
- ❖ Be **different and be bold!** Here is an example of my mood board -
<https://www.pinterest.co.uk/desibridedreams/fusion/>

THINK ABOUT WHERE YOU WOULD LIKE TO SUBMIT

- ❖ Getting into the Asian wedding mags such as **Khush and Asiana magazine** difficult. I was featured on Khush online through the venue I collaborated with. But ask them for online feature
- ❖ Getting into **British publications** can be a really good thing as it increases your credibility. Nu Bride, Secret Wedding Blog, Rock My Wedding, Strictly Weddings and 5 Star Wedding Directory are good choices. Also getting into British magazines can be excellent for expert status building
- ❖ Personally **blogs and magazines** don't generate enquiries but its all about credibility building and SEO!
- ❖ Ensure that the **blogs/magazines are still on brand** and in line with your ideal client. Don't go to a Indie blog if that isn't your style. Look at magazines you want to be featured in and look at the style and supplier lists!

THINK ABOUT WHERE YOU WOULD LIKE TO SUBMIT

- ❖ Create a shoot that is aspirational and would appeal to your ideal client so you can **sell in concepts**.
- ❖ Make sure you research which **blog/magazine** you would like to submit to. Have a look at their social media followings as well as their website and see what kind of shoots they feature. Look at the suppliers
- ❖ Start **building a relationship** with your targeted blogs/magazines online through Twitter and social media. Lots of magazine editors are on Instagram so follow them.
- ❖ In your research establish which photographer has been featured in certain mags and blogs. For example I knew Anneli had been featured in **You and Your Wedding** mag before
- ❖ You can also **approach editors** during the planning stage to see if there is anything specific they are interested in or their audience really wants

THINK ABOUT WHERE YOU WOULD LIKE TO SUBMIT

- ❖ Email **general enquiries** to find out who the best contact is for submissions
- ❖ Don't just think of one publication – my Asian Fusion luxe shoot got published 7 times! So make sure it works for you. But some magazines will need exclusivity so make sure you are really careful with sneak peaks (don't do them at all) as this could jeopardise your shoot. **Be fully aware of their policies**
- ❖ Bear in mind long publication times for certain magazines such as **6 months**.
- ❖ **Photography** really is everything when it comes to styled shoots so the photographer will be one of the most important suppliers

PUTTING TOGETHER YOUR CONCEPT

- ❖ I really like using Pinterest to brainstorm initial ideas and create a broad mood board. Look at different textures, fashion shows, interiors etc.



PUTTING TOGETHER YOUR CONCEPT

- ❖ After I have done the initial mood board then I create a second one and really refine the board so its more focused. Once complete I invite everyone to be a collaborator
- ❖ Then I do a specific brief of all the shots I want. For example model in the forest, model in the car, tablescapes, cake cutting etc.



MAKE SURE THERE IS A STORY!



FINDING A VENUE

- ❖ Once you have your full design scheme research venues that are in **line with your mood boards**.
- ❖ Put together a **pitch email (example in uploads)** which includes your vision, purpose, who you have on board with links to their website and where you have previously been featured. Include your intentions for submissions if you want to share this info.
- ❖ Really sell in the **benefits for the venue** – for example excellent exposure, new images for their website which they can use for PR and marketing or exposure to Asian weddings! Mention the combined social reach as well of all the suppliers and this will usually get them thinking. Mention that you are happy to do it during the week and work around them. Also say ‘potential’ feature as nothing is guaranteed. Coco wedding venues is great!
Or Tag Venue

FINDING A VENUE

- ❖ I prefer to always email rather than phone. Don't be scared to follow up.
- ❖ Once they have agreed to it, its worth doing a site visit with the chosen photographer. Look at the inside and outside location and think about a contingency plan for rain.



YOUR AMAZING SUPPLIER TEAM

- ❖ You need to have suppliers on board that **align with your mood board and style**. For example I would always have on board high end luxury suppliers. But saying that don't rule out smaller suppliers because they can add something valuable to the table!
- ❖ If it is a influencer that you want on board then make sure you are connecting with them on social media first. Don't be scared to **aim high** because sometimes they might just say yes! And so what if they reject you? Its never failure only learning. Always explain the benefits of working together.
- ❖ Make sure you are clear from the start what is expected of them in terms of **time and investment** as you don't want anyone pulling out at the last minute!

YOUR AMAZING SUPPLIER TEAM

- ❖ For models I **ALWAYS** use models that haven't been used before – for example my model Syd – no one had seen her face before so that particular shoot did very well.
- ❖ You can approach modelling agencies but the costs can be high so a bit of Instagram stalking goes a long way. Make sure you have **experienced models** because they make or break a shoot.
- ❖ Let them know if they are **required on the actual day** and ensure they are available. Suppliers such as florists and cake makers will be needed but not companies such as stationery.
- ❖ If you are borrowing items make sure you look after them and return them safely. Make sure you firstly check the items and if there are damages report them straight away. **Make sure you also agree a collection and return time if needed.**

IMPORTANT INFORMATION

- ❖ Make sure you are **extremely careful** about sharing sneak peaks as most mags won't feature it if it has been plastered everywhere online.
- ❖ I would ask **suppliers to agree via email** that they won't be sharing any sneak peaks across social media before the official publication date
- ❖ Check with the **photographer how soon** they can edit images, when you will receive the sneak peak gallery etc.
- ❖ Make sure all suppliers tag you when the images are released and make this **crystal clear in emails**.
- ❖ Ask them if they are able to **take behind the scene images** as well for your portfolio
- ❖ Having a **fashion stylist** on board really helps

IMPORTANT INFORMATION

- ❖ Think about getting a **videographer** on board if budget permits and you could even make a brand video on the same day
- ❖ Consider **two looks** to maximise all of the suppliers
- ❖ Think about getting an **assistant** on the day to help you if you need one
- ❖ Make sure you get lots of **detail shots** because these are the ones that magazines love and will get you featured. My first shoot got rejected because of this.
- ❖ Ask the suppliers if they want any **specific shots** as this can be a nice gesture. Build those relationships up
- ❖ You will need a mix of **portrait and landscape** shots for websites and mags etc.
- ❖ Its super important you have a **shoot and scene list** even if the photographer doesn't think its necessary!

COSTS

- ❖ I treat styled shoots as a **marketing cost**. My first shoot probably cost around £550 and the biggest costs were travel and model costs. But it got featured 7 times!
- ❖ You could split the costs if you have initial suppliers on board but you may need to **absorb the cost** yourself. In any case if you are make sure all the decisions are yours!
- ❖ If you are the shoot organiser and have high costs make sure you ask people to bring their **own lunch or provide lunch**. The choice is yours.
- ❖ All other costs the **individual suppliers** should be taking care of such as their flower/cake etc costs.

THE CALL SHEET

- ❖ For the actual shoot itself you should have a **call sheet**.
- ❖ This includes **the timing of shots, prep times, contact details**, maps and timings of getting ready etc for the model and everything needs to be built in!
- ❖ In my experience you always need a **full day** for a shoot. Hair and makeup takes the longest! Start as early as you can. Most of my shoots finished late into the evening.
- ❖ Include **all the social media handles and websites** either on the call sheet or a separate document so its easy for people to pick up and paste.

SUBMISSIONS

- ❖ After the shoot **thank everyone** for their time etc
- ❖ The photographer will normally edit the images and share a gallery with the shoot organiser. **They normally do the pitch as well but sometimes you may need to get involved.**
- ❖ Always (before the shoot) look at submission guidelines which you will find on website. Then take the shots in line with those. You will need a variation of 40-50 shots via **we transfer or dropbox**. Don't attach!
- ❖ You may need a **copywriter** (I have a contact) to write the overview for you but this will be for each individual shoot. Make sure the email is personalised!
- ❖ Make sure you **find out the exclusivity policy** and once they have released it get onto the next publication!
- ❖ Make sure all the team are aware for the day of release and **they ALL promote it!** Post in relevant groups as well.

EXAMPLES OF MY SHOOT

- ❖ <https://wedluxe.com/2018/12/04/old-meets-new>
- ❖ <https://secretweddingblog.com/desi-bride-dreams-styled-shoot/> (First shoot)
- ❖ <https://www.rockmywedding.co.uk/pastel-english-countryside-asian-fusion-wedding-inspiration/>
- ❖ <http://strictlyweddings.com/blog/2017/12/green-gold-rustic-glam-wedding-inspo/>