

21
PLACES
TO SHOOT

PERSONAL
BRANDING

IF YOU DON'T HAVE
A STUDIO
OR YOU'RE IN A
NEW CITY

ABOUT THE AUTHOR

Heike Delmore is a talented, multiple six-figure earning, globally recognized and award-winning professional personal branding photographer, successful entrepreneur, IMAGE designer, motivational speaker and mentor.

Her genuine and unassuming approach, effortless style and keen eye to see what is not visible helps her guide those who work with her to realize the best versions of themselves.

With her commitment to high-quality service, embracing opportunities and fearlessly leading the way, Heike is respected for her work with great detail, providing unparalleled experiences and motivating them to see the bigger picture.

As the founder of Delmore Creative INC., Heike's work has been featured in major sites & publications such as: The Portrait Masters, The Portrait System Magazine, NIKON CANADA, CREATIVE LIVE, ANIMOTO, Wedding Bells and The KNOT just to name a few. She is an RBC: WOMEN OF INFLUENCE nominee and speaks globally on entrepreneurship and makes herself accessible to those who are looking to up their game and truly understand that "Someday is actually TODAY".

Heike resides in LaSalle, Ontario, Canada with her husband Andy and their two beautiful daughters.

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21 PLACES TO SHOOT PERSONAL BRANDING

Where can you do a personal branding shoot if you don't have a studio? Or if you're visiting another city?

Here are 21 easy places you can shoot and get amazing photos!

Parking Garage Above and Below Ground

When shooting in an above-ground parking garage you'll be able to capture the magical city or landscape views below. Typically the top floor of an above-ground garage is pretty empty. (Very few cars especially around sunset.) Likewise, the bottom floor of a below-ground parking garage usually has the least amount of cars. If you're in an underground parking garage the white industrial cement walls make for an edgy backdrop. Remember to bring an on-camera flash to be less conspicuous or a wireless strobe if you're feeling adventurous.

Hotel Podcast Rooms

Some cool new hotels now offer a podcast room as a part of their amenities. Some of these rooms are decorated in a way that reflects the style of the hotel. Google the "Foundation Hotel" in Detroit for inspiration.

21 PLACES TO SHOOT PERSONAL BRANDING

Hotels

Hotel rooms can make a great backdrop. Pick a hotel with a look that fits your desired style. Be sure you understand the size of the room ahead of time. If you don't go with a suite or the penthouse, it can be hard to shoot around the bed. (Unless you want the bed in the photos.) Inquire about check-in and check-out times. This can cut into your natural light time. And be mindful about shooting in the lobby and other common areas. Many hotels require you to purchase a permit to photograph in the common areas.

City-Owned Buildings

Cities often own historical buildings and other buildings of interest. A quick look at their website and you can see what they have to offer. Some have a calendar right on the site letting you know what times are available to rent. And you don't need to rent the entire place, usually, you can pick and choose which rooms you'd like. They sometimes require you (the photographer) to have liability insurance of a certain amount.

21 PLACES TO SHOOT PERSONAL BRANDING

Your Garage

I started off my personal branding photography using my garage as a studio. I was lucky enough to have a few big windows in there so I could do both natural light and studio light set-ups. Truth be told, I was a little self-conscious about bringing clients into my garage at first. But soon enough, the photos started speaking for themselves and no one really cared where we were shooting, as long as the photos looked great. You can add some area rugs, plants, flowers, scented candles and play some nice music to give the space a more comfortable feel.

Your house

Today everyone is looking for that “lifestyle” look. So, if you have a great kitchen, living room or general space, this may be the exact look that your clients are desiring. I like to consult with my clients ahead of time to ensure we are a good fit before bringing anyone into my home.

21 PLACES TO SHOOT PERSONAL BRANDING

Another Photographer's Studio

Yes, other photographers will rent out their studios to you! When I was in Paris with a fellow photographer friend - she booked a studio that belonged to a Parisian photographer. It was a home with a studio attached. Everyone (including the Parisian photographer) ended up helping out on the shoot making it incredible!

Rent a styled studio space

This is a cool new trend - designers are designing and renting out styled spaces to photographers and content creators. They often update the furnishings every 6-months to a year. Renting a styled studio space per shoot can be pricey depending on the location. But it can be well worth it. You can find these cool spaces for rent by looking at other photographers on Instagram. They'll often tag the location where they did the shoot. Or a simple Google search can get you some good results. You may be required to pay a mandatory cleaning fee. Be sure to check out the reviews so you know what you're walking into!

21 PLACES TO SHOOT PERSONAL BRANDING

Your client's business location

Photos of your client in their place of business can be priceless. Firstly, it showcases the interior and exterior of their business. Secondly, it shows what your client looks like working there. I like doing a hybrid shoot: studio and on-location (if it's logistically close enough). Having both adds a lot of variety to their image library. If your client's business is far away, simply quote them the travel fee for yourself and your hair and make-up artist. Many clients won't blink an eye at the fee!

Abandoned buildings

First and foremost do not put yourself in danger. An old building or old ruins can make for an interesting backdrop (for the right client). There was a beautiful abandoned building in my city that had ivy growing up to it's 6th floor.

Winery

Wineries often have beautiful buildings and grounds. Using the building walls as a backdrop coupled with walking through the actual vineyard can make for some gorgeous photos!

21 PLACES TO SHOOT PERSONAL BRANDING

Festival

Have you seen the international hot air balloon festival in Turkey? Several coaches, thought leaders and influencers have flocked there to do their personal branding photos. Is there a festival you can attend that would make for a great backdrop?

Library

I once did a shoot in a law library at a university. It was incredible with moody lighting and desk lamps on every table. We required a permit from the university to shoot there. Be ready to work very quietly. You'll need to instruct your client by whispering. And you may need to walk back and forth (a lot) to communicate. Also, In my experience, no flashes were allowed, so I needed to shoot at f/1.4 to get in enough light.

Air BnB

I haven't rented an Air BnB myself for this purpose, but there are definitely a lot of well-decorated and designed places available. Just download the app or browse their website.

21 PLACES TO SHOOT PERSONAL BRANDING

Art Museums/Galleries

You can get a vast variety of personal branding photos at an art museum. In my experience, we've only needed to pay the entrance fee (no permit fees). Again, no flashes were allowed, so I was shooting at f/1.4. But it's not just the art that you can use as a backdrop. The hallways, balconies, and cafes in the gallery make it a one-stop location to get a variety of photos! Art museums usually put a lot of effort into creating a beautifully designed space to showcase the art.

National Parks & Botanical gardens

If both you and your client are visiting a new city/location for their shoot, researching a selecting a national park or botanical garden can be a great choice. While attending a photography conference in Pheonix I booked 3 personal branding shoots in my spare time. To capture the terrain and beauty of the land we booked a national park and a botanical garden. The photos are still some of my favourites to this day.

21 PLACES TO SHOOT PERSONAL BRANDING

Historical Office Building

Big cities have many historical office buildings. Taking photos in the hallways, stairwells, balconies, and sitting areas are great spots for personal branding photos. Be sure to call ahead of time because you may need a permit.

Landmark

When I photographed a client in front of the Eiffel tower a few years ago we started hair and make-up in my client's room at 4 am. We left the hotel at 6:30 am arrived at the Eiffel tower at 6:50 am. When we reached the tower I saw 2 other photographers there already shooting! Important note - if you're shooting at a popular landmark, you'll need to arrive very early to avoid all of the TOURISTS to get beautiful photos!

Is there a landmark in the location you'll be shooting?

21 PLACES TO SHOOT PERSONAL BRANDING

Restaurants

There are some really cool restaurants out there. They're often fine with letting you shoot in both the lounge and main dining areas during off-peak hours. A good time is usually around 3 or 4 pm. Be ready to work around restaurant staff setting up and possible customers. Shooting with a longer focal length can make this much easier.

Beaches

You can get some fantastic photos on a beach or at a park. Again, be mindful if you require a permit. I would suggest planning your shoot at either sunrise or just before sunset. The light will be soft and beautiful and your client won't be squinting. Also, there tend to be fewer people there at these times. The only drawback could be the weather. If you get a thunderstorm that day you'll probably need to reschedule.

21 PLACES TO SHOOT PERSONAL BRANDING

Outside

This is an obvious one. Just find a place outside and start shooting. But there are things to consider. For example, urban look vs. rural look? Types of architecture - historical vs. modern, etc. I've photographed outdoors at numerous University campuses, and believe it or not, every time we were required to purchase a permit. University police also randomly came around and asked to see the permit. So even though it's outside, some places including some public parks may require a permit. Be sure to check ahead of time so you and/or your client aren't disappointed.

Want to dive deeper into Personal Branding Photography?

The online program "from Headshot to Personal Branding" may be the perfect next step. For more details visit:

<https://www.heikedelmore.com/headshot-to-personalbranding-photographers>