

ARSENIK STUDIOS PRESENTS

TIPS TO A SUCCESSFUL  
**FITNESS**  
**PHOTOSHOOT**

[www.arsenik.com](http://www.arsenik.com)



# ARSENIK

Copyright © 2015 | ARSENIK STUDIOS INC.  
All Rights Reserved.

No part of this publication may be reproduced,  
stored in a retrieval system or transmitted in any form  
or by any means, electronic, mechanical, photocopying,  
recording or otherwise, without the prior  
written permission of the publisher.



**PHOTOGRAPHER  
RESEARCH**

# PHOTOGRAPHER RESEARCH

The first and probably the most important tip to a successful photoshoot is working with the right photographer for what you want to accomplish. In today's day and age of and relatively low entrance to market for photographers, there is a lot to chose from. Just like in any industry some will be amazing and others will not produce the results you are looking for.



So how do you select the photographer that that is right for you?

First, think about what it is that you want to achieve from this shoot. If you are wanting to build a strong fitness portfolio and want images for your training business or online marketing and websites, then you need to look at the photographer's portfolio that you like. If getting exposure and getting published is the goal then your starting point should be flipping through your favorite fitness publication and making notes on which photographers consistently appear in the pages of that magazine.

Once you narrow down the list to a few photographers that you want to work with, review their website and social media. If a photographer does not have a website or direct way to reach them via phone or email I would suggest moving them down to the bottom of the list.

You are investing money into this shoot so be thorough with the research. Reach out to models the photographer has worked with in the past and ask about their experience. With most photographers being active on social media it's not that hard to see who they worked with as they will be tagged on the posts or images. Ask how the experience was, if the person was happy with the images, how long it took for images to be edited, as well as any other questions you might have.



**HAIR, MAKEUP  
AND GROOMING!**

# HAIR, MAKEUP & GROOMING

This section will be broken down into males and females as the process is slightly different.

## Female Fitness Photoshoot

Doing hair and makeup for everyday situations is one thing, however getting hair and makeup done for a photoshoot is slightly different. You will be in front of strong lights during your shoot and accentuating your facial features is important. In relation to the overall cost of the photoshoot the cost for hair and makeup should be 10-20%, which isn't huge, but will drastically improve the results. Having done thousands of fitness shoots over the years I can tell you that professional hair and makeup always made a positive impact on the final images. In addition, having a person assist you on set with hair that is out of place or touchups or even changes to your lip colour will go much more seamlessly when you have a makeup artist on set.



## Male Fitness Photoshoot

You gentlemen get away with saving a few dollars as a makeup artist isn't necessary on set. The only case I would suggest one is if your face has very strong blemishes or colour inconsistencies. For hair make sure you visit your regular barber prior to the shoot and get it cut and styled. Models with facial hair should also make sure to have it groomed nicely.

## Spray Tans

A spray tan will cost you approximately \$50-\$80 and is a must for a fitness photoshoot especially if you have fair skin colour. Keep in mind that the lights will be very bright and without a tan it will blow out and produce unappealing images.



# 3 POSING

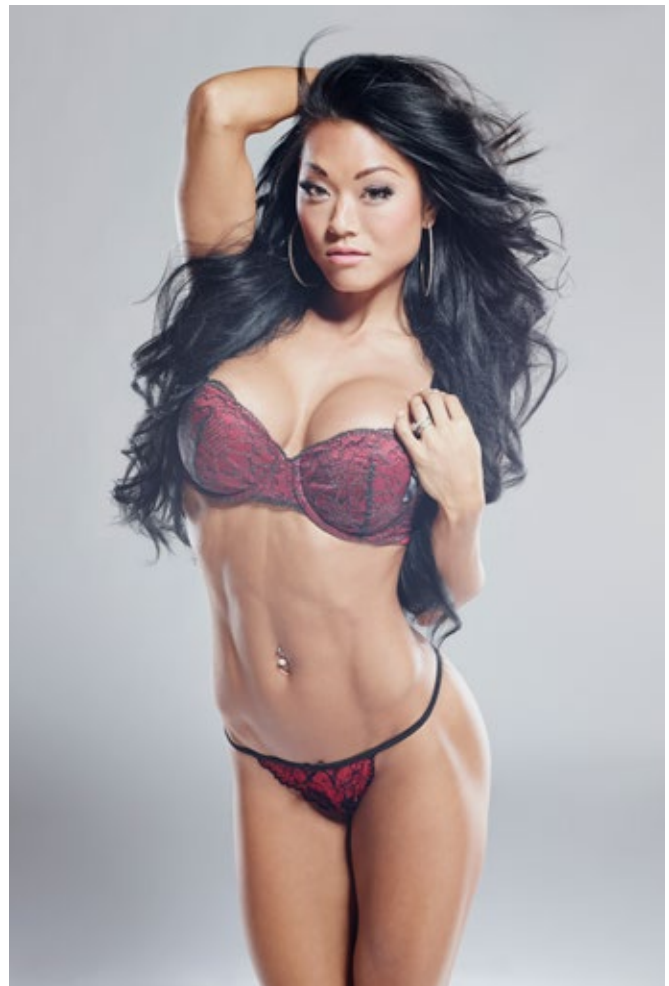
# POSING

If this is your first shoot you are probably going to be a little nervous stepping in front of a camera. Knowing some basics on how to pose will elevate some of that stress.

Pick up some fitness publications and flip through the pages and take notes on what some of the models in the fitness magazines are doing. What are some poses that seem to be appearing constantly in the magazines? Another tool is flipping through the thousands of online fitness model portfolios or portfolios of your favorite fitness photographers. Save those image on your phone or print them out. Take note of hand and foot placements. How the people are positioning their hips, turning their shoulders. What are their facial expressions?

After you have compiled a list of shots start practicing in front of a mirror. The only way you will see what works is trying it out. Once you think you are getting the hang of it get a friend or family member to snap some shots on your phone. Don't worry that it's not lit properly or the set isn't like what you are trying to achieve, that's the photographers job. Review those images and see how close you are to the poses you have selected as your targets.

Coming into the shoot with some basic posing under your belt will ease you into the shoot. The photographer should direct you as the shoot goes on but having a starting point is important. The worst thing you can do is show up in front of the camera and say "I have no idea what to do." By practicing before hand you will set yourself up for success during the shoot.







**4**  
**OUTFITS**

# OUTFITS

Selection of your outfits will play a big part of your shoot. Always remember to bring more than you think you will need. As a rule a 1 hour shoot you might be able to get 2-3 outfits so bring at least double that. A 2 hour shoot you might get 4-6 , again bring around 10. Try out everything prior to the shoot to make sure it fits. Organize everything into combos. What shoes are going with what outfit. If you have any accessories pair them up with the outfit as well. The more organization you do prior to the shoot in regards to outfits will enable your shoot to go smoother and minimize any downtime trying to make unnecessary decisions during your shoot, negatively impacting on the duration of time you have in front of the camera.

Bring a variety of outfits and colours. Just because your favorite colour is black that doesn't mean every outfit should be black.



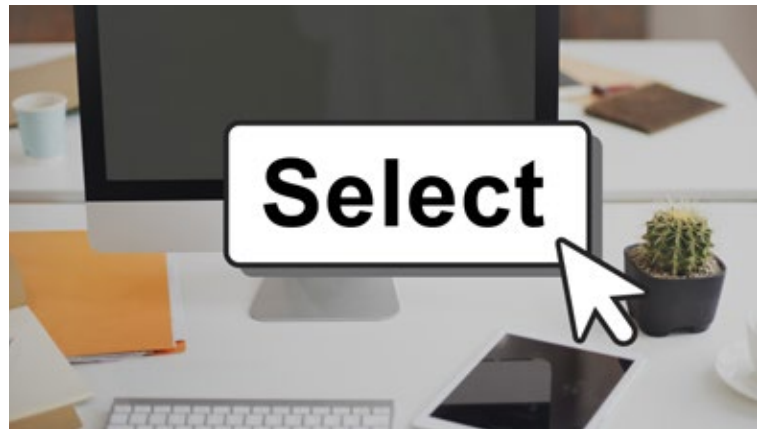


**5**  
**IMAGE  
SELECTION**

# IMAGE SELECTION

Even though the shoot itself is done there is one more part to it – image selection. This is the last part in the photoshoot process, but also an important one. Most likely you will receive all of your proof images on a USB or web gallery. If your photoshoot included a specific number of edited images going through hundreds of images to make the few selections can be a daunting task, especially if you had a great shoot. The easiest way to make the selection process smooth is to take a few step approach.

**Step 1** – If images are on an online gallery download to your desktop. If on USB download them also to the desktop. This will ensure you have a copy of all of your images on your drive. (Back it up! Usually photographers will charge a fee for retrieval of old galleries especially if it has been longer than a year).



**Step 2** – Create a second folder on the desktop. This will become the folder where you will copy all of the images you like. Don't worry about how many you copy at this point. Even if you are getting 5 edits at this point it's normal to copy 50 into this folder.

**Step 3** – Leave the image selection for a day and come back to it at a later time. This will give you a fresh perspective on your images.

**Step 4** – Don't go to the entire shoot folder instead. Create another folder and only review images you had narrowed down in step 2. This should narrow down your images even further.

**Step 5** – Repeat until you have reached your number of edits. If you are stuck and have more you can always reach out to the photographer to purchase extra edits. Most photographers will have packages for editing in high resolution and social media edits at a lower cost.



TIPS TO A SUCCESSFUL  
**FITNESS**  
**PHOTOSHOOT**