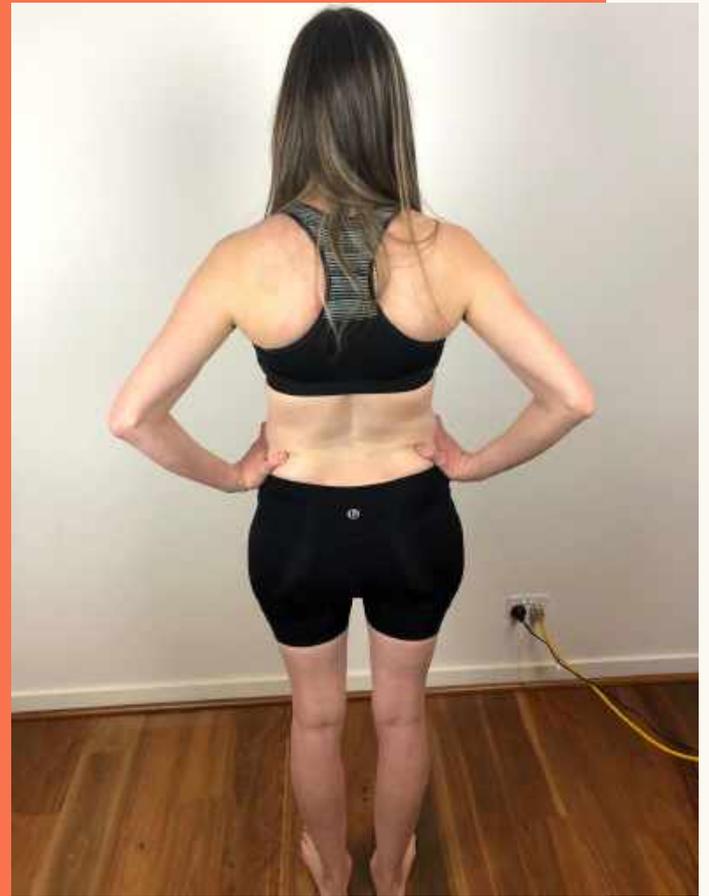




ULTRA LITE KETOGENIC WEIGHT & HEALTH MANAGEMENT

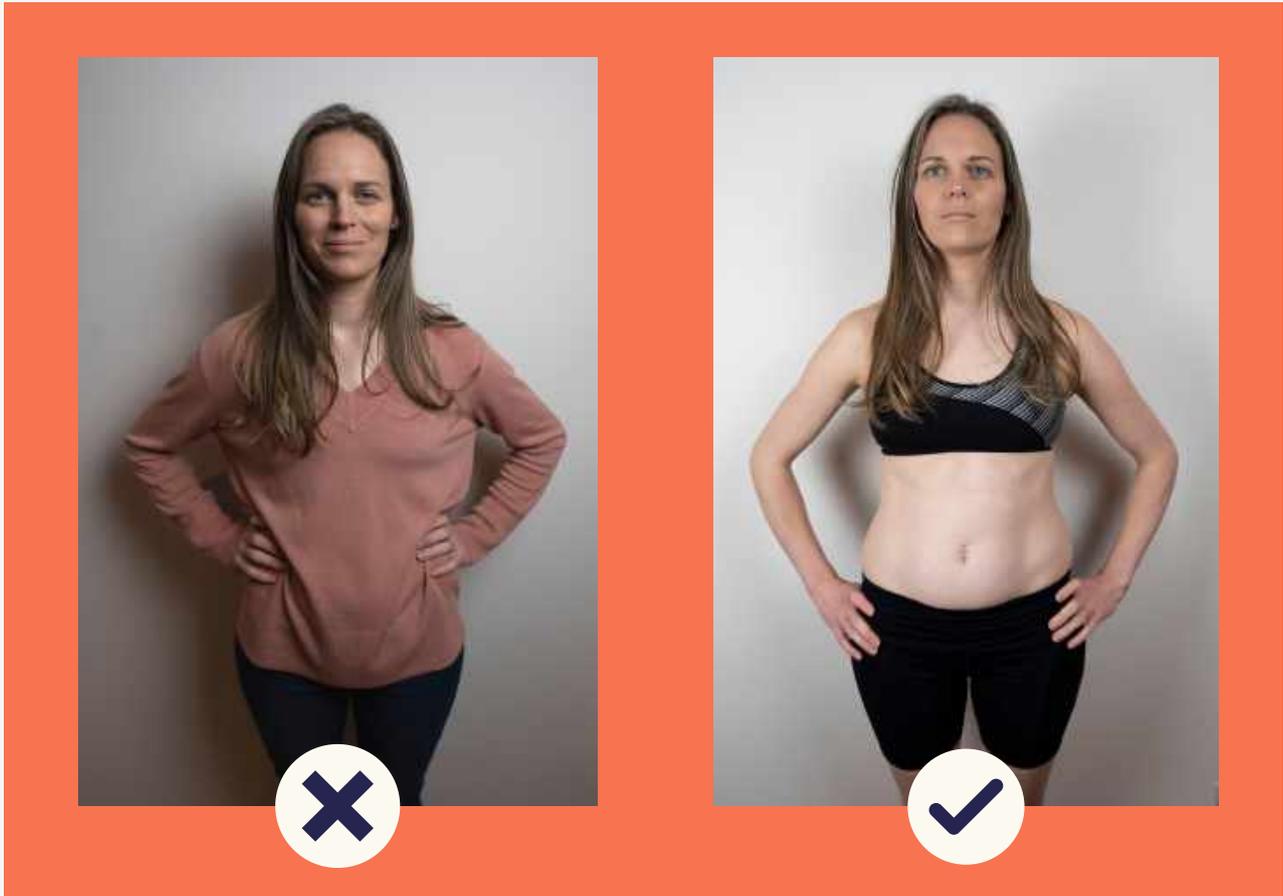
HOW TO TAKE GREAT BEFORE & AFTER PHOTOS



PREPARED AND PRESENTED BY

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01 DRESS CODE



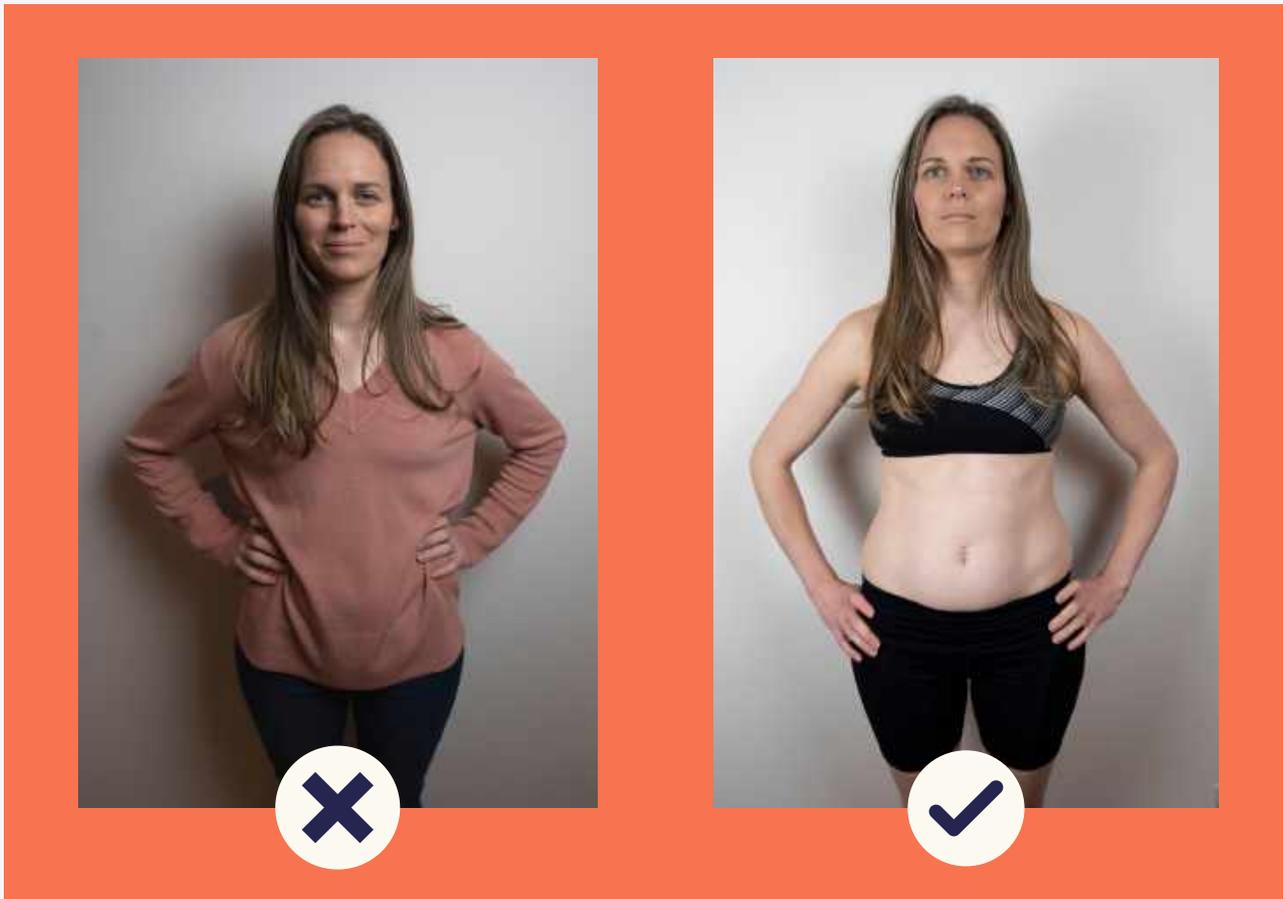
WHAT SHOULD THE CLIENT WEAR?

Swimwear or tight-fitting fitness attire works best!

Consistency is key so request the client to wear the same attire for both before and after shots, as well as progress photos a long the way if any.

- Shorts and shirt off for men
- Sports bra and shorts or two piece bathers for women (must be able to clearly see stomach)

02 LIGHTING



HOW TO LIGHTEN A PHOTO

Look for somewhere with good lighting, possibly a wall that is opposite a window. avoid down lighting as this can create shadow which can prevent the clients transformation from being shown clearly. Use a flash if lighting is too dark

*A good hint is to have the photographer's back face the window and leave 1.5-2m between the subject to prevent shadows.

*you can lighten the photos in apps as well

03 Location/Composition



WHAT TO SHOOT WITH

A proper digital camera is best, but iPhones or Samsungs take great photos as well.

WHERE TO SHOOT

Shoot in front of a plain (not distracting) background, door or wall. Take the photo in portrait mode instead of landscape. These should be full-body shots (from head to toe). Photos can be taken with face in or cut out, depending on the request of your client. Take the photos from at least three angles: a front view, a side view, and a 45 degree angle.

AFTER SHOOT

Upload the photos to your computer and place them in a folder marked with the date.

I set up my file folder system like this: (client name)/Weight Loss/Pictures/ and then have individual folders named by date

You can use your photo editing software to make one before/after picture, or use an online service like:

PicMonkey or Canva (both are free!). or a phone app like VSCO or photoshop

Whatever you do, consistency is key! Ideally, your “before” and “after” photos will show you doing the same poses, wearing the same clothes, in the same place both before and after your

