



Successful “Candid” Shoots

Flytographer is a unique new concept that fuses “candid” photography with location features. Candid does not mean hands-off for the photographer, however: it still requires a blend of direction, pose, and connection. Besides connecting with your customer, the other important element is making sure your customers always look good! The goal is to send them **flattering images in natural poses**.

Understanding Your Customer

- **Confirm their preferences** on directed, candid or mixed shots. Most people will tell you “we want a mix,” which is Flytographer’s default.
- **Having a standard smile shot is a good idea.** People are used to seeing themselves look this way in photos, and it never hurts to include one or two. It’s a good way to start the shoot and break the ice.
- **Some customers need lots of direction.** Have different poses and ideas ready - do not rely on customers to come up with things to do with themselves.
- **Even customers who want little direction should still have some.** It is your job to make them look good, so tell them what you need them to do to achieve that.

Make Customers Look Their Absolute Best

- **Give tips and positive reinforcement throughout shoot so they feel confident.** “That color was such a good pick for you. Your hair looks great.” Show them what they look like in your viewfinder (while telling them how good they look) to give them confidence.
- **Avoid “walking and talking” as much as possible.** Including a few is fine, but we don’t want 20 photos of them doing only this. Other actions to try: dancing, jumping, running, laughing, kissing, hugging, etc.
- **Make sure they are comfortable.** Poses should feel natural, not contrived.
- **Consider your point of view** and how best to flatter your customers (generally eye-level or higher).
- **Give tips to maximize flattering photos:** push out forehead & chin; stand at an angle to you; drop shoulders; if it bends - bend it; using hands to cinch waist; cross legs at ankles when sitting; etc.
- **Watch out for wardrobe malfunctions or potential embarrassments:** bra straps showing; unzipped zippers; clothing gaps; lipstick on teeth or transferred to partner; hair flying away; etc.