



Working with Solos & Shy Customers

Shy or awkward customers

- **Let them be shy or awkward!** That's okay! If it stresses you out, it's your problem, not theirs. The minute they realize that you are relaxed and accepting of them is the moment they let their guard down.
- **Make the shoot less about posing in a certain way and more about making a connection.** Exercise patience! Never minimize fear or shyness, accept it and introduce your camera slowly and gently.
- **If they are particularly shy, do not ask them to look at camera, but away.** After time, people will ease up and start looking towards you on their own. Another trick: move camera down towards chin and keep up a chat with customer while shooting from there. It removes the barrier of the camera between you.
- **Always keep up a steady stream of affirmative statements!** Tell customers how beautiful the shot is, the light is perfect, their hair looks great etc etc.
- **Reluctant partner** - what do you do when you meet someone who is not into the shoot?

Solo Travellers

- **Really engage with customers** before the shoot to see what kind of images they are looking for, as well as what kind of person they will be for the camera. What is the end goal of the images? (Many of our solos are travel and/or fashion bloggers.)
- **Make it about your adventure together, a little like you are a tour guide.** To avoid the potential awkwardness when it's one-on-one, get customers engaged with their surroundings. As soon as they show interest in what you are showing them, step back and take the shot.
- **Don't be afraid to gently coax them into position** or even show them what you want - if you do it first, it makes it easier and more fun for them too!