

BEFORE & AFTER PHOTO

Tips for Success

FIND PROPER LIGHTING

Make sure there is enough light facing your clients face. Use natural lighting or a portable light. I love caring my Glamcor on jobs!

DISTANCE BETWEEN YOU & CLIENT

Take 2 steps back and capture her full look from the breast up—more options when you need to zoom in or post on social media. Capture the photos in portrait mode, great for before and after photos with split frame.

USE A GOOD CAMERA

With hi-tech smart phones, you don't have to carry big and heavy cameras. Make sure the camera you are using gives your work justice - meaning the colors and make application looks great without a filter. Invest in a professional camera if needed. I use Sony NEX-6, best investment ever!



—KATHY HUYNH CABICO—
Art of Bridal
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Tips for Success

PAY ATTENTION TO THE ANGLES

Capture photos at eye level and client is standing or sitting on a director's chair with their chin slightly pointing down.

TAKE 4 DIFFERENT "AFTER" SHOTS

Take at least 4 shots of their look.

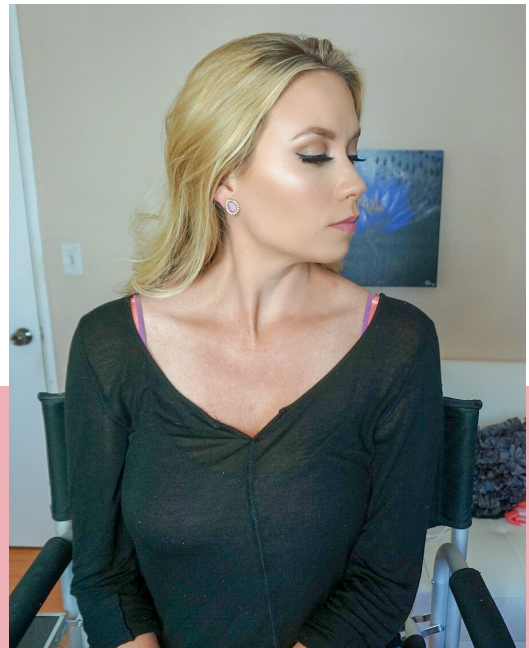
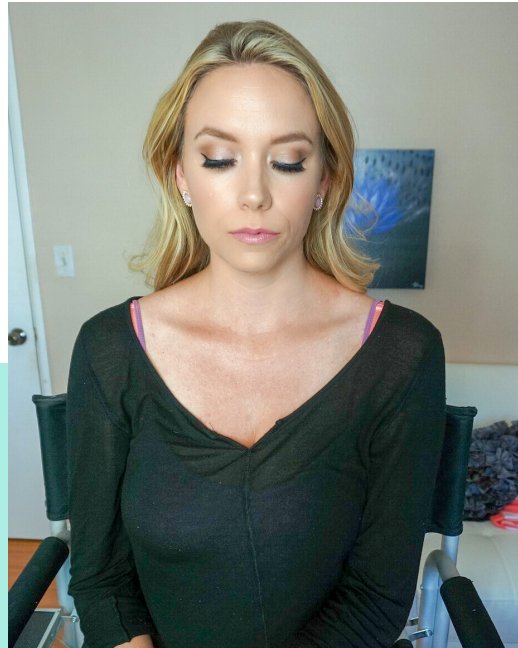
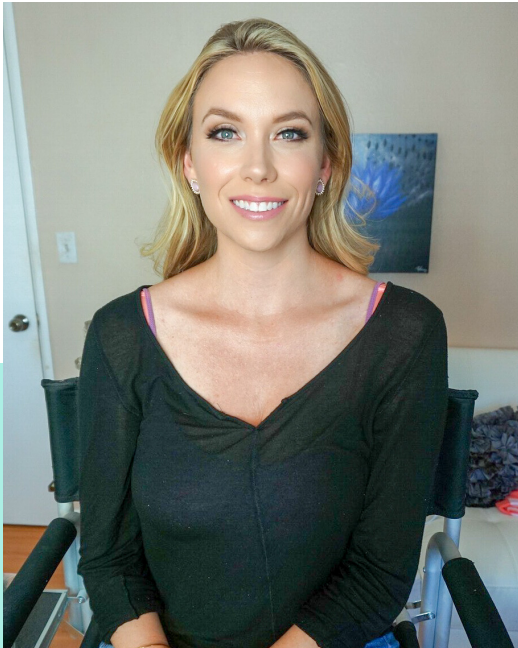
- 1) Facing you, looking straight at camera
- 2) Facing you with eyes closed
- 3) Side view, with chin slightly tilted down, have client look 45 degree to her right.
- 4) Same as step 3, but to the left side

BEFORE VS AFTER PHOTO

Photograph before and after photos in the same outfit, angle and lighting in her before and after pictures. Keep as much consistently as possible. The transformation is more believable when we can compare apples to apples.



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Putting Photos Together for Social Media



ADD WATERMARK

Use **Signature+** App to easily add my watermark (see photo). It allows you to adjust the transparency, which is why I love it. This is optional, but I recommend putting your IG handle, company name or logo somewhere on your work, to spread more brand awareness and prevent others from using your photos for their portfolio. It sounds crazy that someone would steal your work, but I've had seen it happen to my industry friends!



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Putting Photos Together for Social Media

DO A SPLIT OF BEFORE AND AFTER

Use Pic Collage app (you can use a similar app) to show case the transformation side by side. I find this is the most effective way to share before & after photos because it allows potential clients to quickly compare the two photos. Be sure to keep consistency in both photos as mentioned above in “Before vs. After Photos.”

MINOR PHOTO TOUCHED UP

Use photo app like FaceTune to do any final touches to your photos. I only use this VERY rarely... and only in instances where it does not compromise my work in any way, shape or form. I've used this to whiten teeth stained teeth or when their eyes look red from an early morning.

PLANNING AHEAD

Save yourself time & the headache of scrambling something together to post by planning head. When we have a strategy and simple system in place, it will help us show up more consistently across social platforms. Each week, I spend approx. 30 mins to create my before & after photos for the upcoming weeks. Then, I spend some time writing out the captions and scheduling them inside of Planoly! Boom. Posting has never been easier.



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DO'S & DON'TS

DO'S

SCHEDULE IN TIME FOR PHOTOS

Sometimes it can be so hectic on the wedding day that we only have time to finish our services, pack and leave the premise as soon as possible. Don't let this be the reason you don't have photos to show your work! Work in an extra 10-15 minutes for photos on your schedule, just like you would for packing.

ASK FOR PERMISSION

Always ask for permission to take and share their before and after photos. Some clients do not like to have their pictures, especially without makeup showcase on the internet and you don't want to lose their trust. Be very clear on what you would be doing with their photos.

REMOVE CLUTTER FROM BACKGROUND

Make sure nothing distracts your viewers from our work! That means take a moment to clean up any background clutter or ask people to move out of your photos so you can get the best shot. A place with a solid, clean background with proper lighting is ideal.



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DO'S & DON'TS

DON'TS

AVOID USING FILTER

Viewers are very savvy, and can smell filters from a mile away. Because these transformation photos are representation of your work, potential clients will lose trust if they feel you are trying to modify your work or “trick” them in any way. Plus, you can’t see details like colors and complexion with filters.

AVOID PHOTOSHOPPING YOUR WORK

When you use Photoshop to alter the result of your work, you are misleading potential clients on your skills and services. These clients will be expecting Photoshopped quality work, only to be disappointed. And once that trust is broken, it would be hard to recover and it’ll leave a negative impression of your business.

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