

AD

*Audrie Dollins*

Influencer  
&  
Branding  
Photographer



## BRANDING SESSION PLANNING & PACKING LIST

Simple steps to help you prepare for your session

[www.audriedollins.com](http://www.audriedollins.com)  
[hello@audriedollins.com](mailto:hello@audriedollins.com)

(903) 227-2809  
PO BOX 5846 Frisco Texas 75035

## TELLING YOUR STORY

### 1. START WITH WARDROBE

Wardrobe helps direct your vision on how in this look you want to be perceived. A great rule of thumb is to prepare four different outfits/looks:

1. Dressy/Professional - What do you wear to see clients?

---

2. One Casual - What would you wear to brunch?

---

3. Work/Uniform - Think of logo shirts, scrubs, or brand colors:

---

4. Athleisure/Hobby - What connects you on your personal side?

---

### 3. PRODUCTS/SERVICES

What is the intention or desired outcome is for your images?

- Rebrand
- Product launch
- Promotion/Sale
- Other: \_\_\_\_\_

What shots you need of your products/services?

- Your products
- A Special Promotion
- Items you use to perform your service
- Your product/service in action (lifestyle shot)
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### 2. ACCESSORIES/TOOLS/PROPS

- Your favorite books
- Glasses
- Drinks
- Pillows/throw blanket
- Items and tools you use on a daily basis in your business: a camera, laptop, or your favorite notebook.
- You name it! Whatever represents YOU. This is your brand we are creating and producing!

Brainstorm Your Prop & Accessory Ideas:

---

---

---

### 4. LOCATION

Where do you serve/sell/operate? What locations represent you and your brand?

- Your office
- Where you hold meetings
- A restaurant
- A landmark representing your city
- Where you find inspiration
- Your home

Brainstorm location ideas \_\_\_\_\_

---

---

---

# AD

## MY BRANDING SESSION PLAN

### OUTFIT

#### ACCESSORIES+ PROPS

#### LOCATION+ ADDRESS

#### PRODUCT/SERVICE TO HIGHLIGHT + SHOTS TO TAKE

#### + EXTRAS TO PACK

#### 1. DRESSY/PROFESSIONAL

- top \_\_\_\_\_
- bottom \_\_\_\_\_
- jacket/sweater \_\_\_\_\_
- Shoes \_\_\_\_\_
- Other (socks, tie) \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- Jewelry \_\_\_\_\_
- Bag \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- Lipstick
- Comb
- Mirror
- Hairspray

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 2. CASUAL

- top \_\_\_\_\_
- bottom \_\_\_\_\_
- jacket/sweater \_\_\_\_\_
- Shoes \_\_\_\_\_
- Other \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- Coffee Cup \_\_\_\_\_
- Florals \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 3. WORK/UNIFORM

- top \_\_\_\_\_
- bottom \_\_\_\_\_
- jacket/sweater \_\_\_\_\_
- Shoes \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### + NOTES

#### 4. ATHLEISURE/HOBBY

- top \_\_\_\_\_
- bottom \_\_\_\_\_
- jacket/sweater \_\_\_\_\_
- Shoes \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- athletic gear \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

MY VIBE IS: (circle one or more) Light and Bright, Dark and Moody, Fun and Colorful, Clean and Modern, Other \_\_\_\_\_