



Confidently Visible

OVERCOMING CAMERA FEAR & CAPTURING YOUR BRAND STORY



WWW.REBECCAHOLMESPHTOGRAPHY.COM

Hello!

I'm a people photographer and film maker, Mum of three girls, recovering photo-avoider and regular gin sampler.

**I create out of the ordinary
photography for big-hearted folk.**

I capture what makes you unique - in your business, and in your family.



I understand first hand...

My friends tell me that this is a lovely, relaxed photo of me in my 'happy place' - my garden.

But what do I see?

- Big tummy
- Double, saggy chin
- Thin hair
- Age lines
- Fat legs
- A face that's not good looking if it isn't smiling

(yes, a relative once told me I could 'get away with being 'fat' because I had a nice smile'... really).



Why do I care about this stuff?

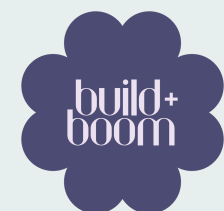
My girls already criticise their appearance, and they're just children.

95% of my clients find being in front of the camera difficult. They criticise themselves at least once, but usually multiple times throughout a session...

And it's heartbreaking.

I've seen children as young as Primary 1 criticise how they look in photos.

Now that I've worked out how to comfortably be in photographs I'd like others to experience the same.



You might be thinking...
"That's ok... I don't need any photos of me"

think again

"My work speaks for itself I don't need to show up in my marketing!"

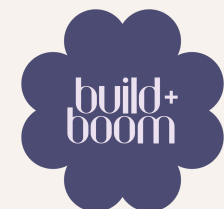
YES you do!

People buy from people.

They EASILY buy from people they feel they feel like they know, like and trust (think about if you've ever bought from a friend). Photos and film are the BEST way to build that know-like-trust factor.

We are hard wired to prefer faces to text or objects.

Our world is filled with imagery, to compete out you need to join in.



Would you be more enticed to buy from this person?



Hi there and welcome, it's so lovely to have you here!

If you've got this far I take it you're looking for something different?

Simple, considered and beautiful jewellery is what you'll find here at Molly Ginnelly Jewellery. I pride myself on making beautiful pieces of jewellery, going that extra mile and making the experience a lovely one for you.

So maybe you want to know a little about me and what I do? I'm Molly, the designer, maker and the creative being here at Molly Ginnelly Jewellery.

Working from my home studio on the Fife coastal path for over 10 years is the perfect place to be inspired and content in my work place. Often found walking the dog along the coastal path when I'm not working, it's a happy place to be right?!

I could happily live on tea and biscuits here at my little empire and my studio is always welcome for appointments to be made in person or by zoom or video call.



Or this one?



Hi there and welcome, it's so lovely to have you here!

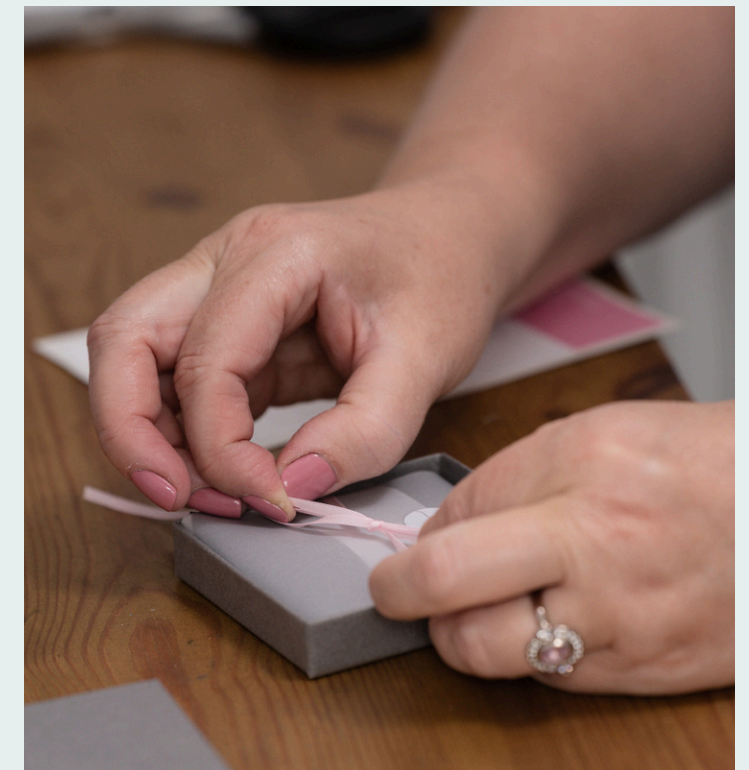
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"I don't need to be in photos with my family though..."

YES you do!

Your family need photographs of you to remember you by when you're gone.

It is a proven fact that children's self esteem is positively impacted when photographs of them with their loved ones are displayed around the home.

Photographs of you with your family cement the love you have for them, even when times are tough.



That's great Bec, but I'm sh*t scared
about being in front of the camera.

I hate myself in photos

My teeth are horrible

My tummy looks huge

My face looks silly

I've got a horrible double chin

I look tense in photos

No one wants to
see photos of me

But I look so old

I'm so awkward

Can you photoshop the
wrinkles?

Photos never look like me

I've got a really weird smile

I just want photos of the kids

I've put on too much
weight for photos

I'll break the camera

I haven't lost the baby weight

Can you photoshop off two stone?

I look 'fugly' in every photo I've ever seen of myself

Being in front of the camera can feel

Exposing
Too intimate
Awkward
Intimidating
Scary

Right?

But guess what?

There are scientifically researched,
legitimate psychological reasons why it's
so damn hard.



Self-enhancement bias

Gives us the tendency to think of our "own traits and abilities more favourably than is objectively warranted".*

Researchers showed people two photos of themselves - one true-to-life, one manipulated to look 'enhanced'. When asked to choose which looked most like them, people chose the manipulated photograph.

- Epley and Whitchurch 2008, p1159





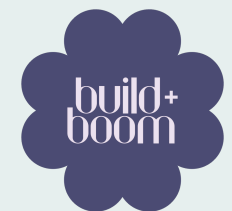
Mere-exposure effect

The more we see something, the more we like it.

However, the image we see in the mirror is backwards to what everyone else sees – to what we see in photographs.

Research has shown that individuals prefer a mirror image of themselves, whereas other people prefer the images of that individual the right way round.

This is often why many people prefer selfies to a photograph taken by someone else - because a selfie is a mirror image.



We see what we want to see, or what we expect to see

What we think of ourselves forms what some psychologists refer to as a 'self-concept'.

We form a strong idea of who and what we think we are.

Our brain then feeds that idea back to us every time we look in the mirror, to confirm that what we think we know is true.

So if we approach the mirror or the photo with a self concept of 'I'm overweight and I have a big nose', then our brains are hard wired to show us exactly that... Regardless of whether it's true.



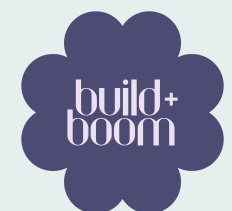


It's not socially acceptable

We are conditioned not to like photos of ourselves.

If we came out in public and said 'hey, that's a great photo of me' we'd be seen as big-headed, self centred and 'up ourselves'.

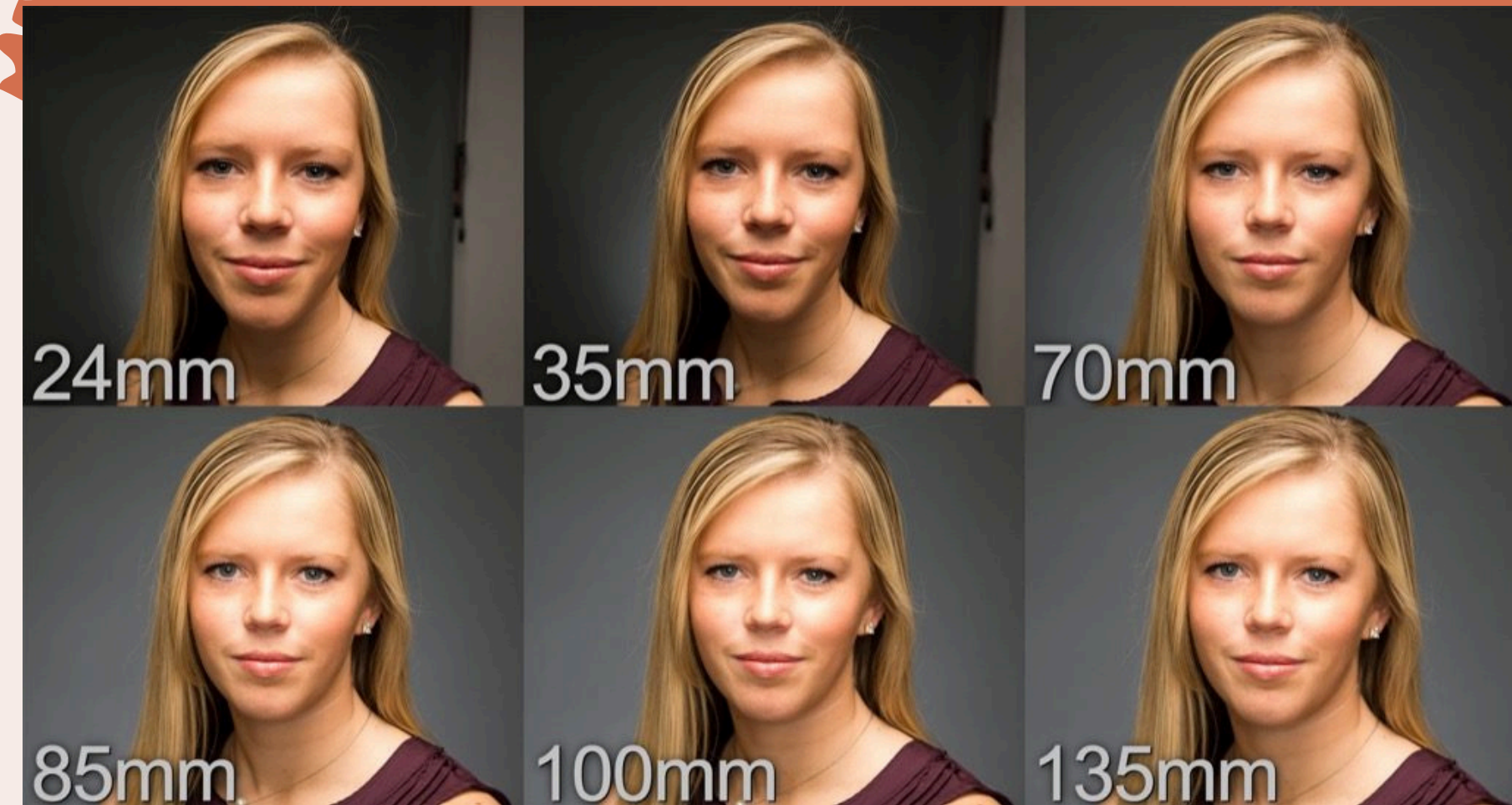
Society EXPECTS you to think badly of yourself - it's ingrained into our culture.



Cameras and lenses don't always help!

Different cameras and lenses (in particular) can distort our features so they look nothing like what we see in the mirror.

Which of these images is really her?



<https://www.dpmag.com/gear/lenses/picking-the-perfect-lens-for-portraits/>



It's not a wonder getting in front of a
camera is SO HARD!

Here's the key:


All of this is in YOUR head! Thoughts that can be challenged and changed.

What we think determines our reality.

Literally no one else thinks like this about you
- NO ONE.

Everyone else sees you just as you are.
They've been seeing you as you are for as long
as they've known you.

Your body is neutral. It's not 'good' or 'bad',
there's no morality attached to your body.

A large, light blue circular brushstroke graphic is centered on a solid yellow background. The brushstroke has a textured, hand-painted appearance with visible strokes and some darker blue accents. Inside the circle, the text "So how can we feel better about being in photographs?" is written in a dark gray, sans-serif font, centered and arranged in four lines.

So how can we
feel better about
being in
photographs?



1.

Baby steps

See this as a self-development project, something that will take months, possibly years for you to improve.

Use photographs as an opportunity to practice acceptance and growth.



2.

Be clear on your 'Why'

Why are you doing this?

Is it for your business?

Is it for your family?

Is it for you?



3.

Comfort

Start by only taking photographs when you feel at your best - clothes you like, hair done, professional make up.

Listen to your favourite music, have your favourite drink...

Make yourself feel good before attempting a photograph.

(Work your way up to make-up free photographs in your pyjamas)

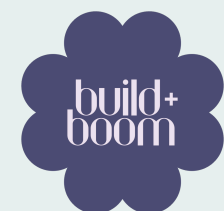


4.

Get some distance

Take the photograph, then don't look at it - for days or weeks if needed.

Give yourself some distance between the emotion of having your photograph taken and the end result.



Affirmations

I look great, just as I am
Obstacles and challenges strengthen me
My work makes a difference
I am strong, confident and powerful
I am proud of myself!

All my thoughts and efforts lead me to the success I desire
I deserve to be seen in my business
I am grateful to be doing work I love and enjoy
I am driven by passion and purpose
I am stronger than my negative thoughts
I am going to give today my all and hold nothing back
I give today my all and hold nothing back.
My heart is filled with peace, love and joy
I love the person staring back at me in the mirror
I do not compare myself
I am grateful for my body - for everything it allows me to do
I choose to be kind to myself
I am proud of myself!

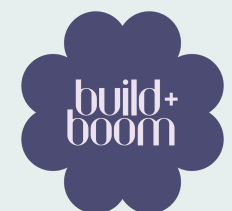
5.

Practice positive self talk and/or affirmations

Actually, practice them - in the mirror!

Rewire the well-trodden pathways of your brain.

(you can download these affirmations)



6.

Environment

Be somewhere you're comfortable.

A photography studio may be too intimidating, try outdoors or in your home or office instead.



7.

Laugh, play, have fun

Ditch the posed look and make the photographs more natural.

Interact with others in the photograph.

Our 'insta-smiles' are NEVER our best smiles.





8.

Ask for help and be willing to accept it!

Ask a partner, child or friend to take more photographs of you... Then don't stop them from doing it!

Wait a week before looking at them.

Don't censor or delete! It might be uncomfortable but it will get easier.

There will be a day you are SO thankful for these photographs.



9.

Remind yourself

Collect photographs of other people who are important to you. Look at these and be thankful for them.

Regularly remind yourself that they had to be brave enough to be in the frame, in order for you to be able to cherish it.



10. Happy thoughts

Make a list of happy things to think about when someone points a camera at you.

Train yourself to shift your focus to those happy things.

"If you have good thoughts they will shine out of your face like sunbeams and you will always look lovely."

Roald Dahl





11.

Practice

Don't be afraid to practice how to stand/move/look in the mirror if you feel able.

Think about how to hold your body/head, what smile you like best.

Make sure to keep this an affirmative, positive process.





12.

Stop dismissing compliments

Challenge yourself to say 'thank you' when a compliment is given, rather than dismissing it or disagreeing with it.

If someone tells you that a photograph of you is a nice photo - believe them. They know what you truly look like much better than you do.



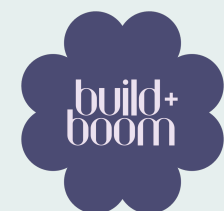
13.

Acknowledge that you are who you are

Seeing a photograph of yourself that you don't love DOESN'T change anything.

You still look exactly like you do to everyone else around you.

We can say over and over again how much we hate ourselves in the mirror, but this changes nothing. It just keeps you from being comfortable in your own skin - from stepping into your power.





14.

Be careful with selfies

Be careful taking selfies as they only make us feel more attractive about ourselves.

According to the research others actually prefer to see us the 'right way around'.

Also, filters and photo retouching - steer clear! These distort how we actually look, making the battle to be seen in photos WORSE not better.



15.

See yourself through the
eyes of those who love
you and what you do

Your partner, your family

Your delighted customers!

Your friends

To your children, you are the world -
a superhero



16.

Use the mere-exposure effect to your advantage

The more we see something, the more we like it.

Use this to your advantage by gently exposing yourself to photographs of yourself more often.

Be gentle and kind to yourself, and trust that it will get easier with time.



17.

Remember that you won't actually feel better about this in the future

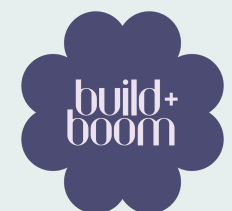
This photo is from when I was training as a professional dancer. I was at my fittest and strongest.

(Forgive the crazy costume - it was Sydney Mardi Gras! 🌈)

I remember thinking EXACTLY the same things about my photograph and my body then, as I do now.

Others who I've questioned have reported the same. Time has NOT made it easier.

This is a MIND thing, not a body thing.





18. Don't go it alone

If this is a BIG thing for you, please seek professional help. Chances are this is impacting other areas of your life too.

There are many wonderful counsellors who could help you through this.



19.

Find a lovely professional photographer

Find a professional photographer with experience in helping the photo-shy feel comfortable and love their photos.

Look for someone you can warm to, who you can trust and be honest with. The right photographer should feel like a dear friend.

Ideally you want someone with specific training in posing and capturing all your best angles.

And definitely someone who is willing to work with you until you have a set of photos you are proud of.



20.

Celebrate the wins

When you get a photo of yourself you love (and you will!)...

Frame it! Celebrate it!



21.

Get some photography training!

There are techniques and tricks that can make your photography better - even if you're only working on your phone!

Invest in some training so you can understand light and composition better.



22.

The box of awesome

Keep a box (or a folder on your computer) of 'awesome'. Things that remind you that you are fabulous and that your business is needed - valued. These could be client testimonials, kind words, evidence of your successes, photos of yourself doing fabulous things - your full bank account, or a dream holiday you paid for from your business earnings. Anything that reminds you you're FABULOUS.



Tips for taking better photos

Purpose - What is the purpose of taking the picture? What do you want to convey? What's the story?

Expression/Emotion - What does the photograph express?

Light - Where is it coming from, what quality is it, what colour is it, and what is it doing to your subject? Can changing the light improve how the subject looks?

Composition - Check all four corners of the frame - anything that doesn't need to be in there? Anything you could add to make the picture better?

Quality - Blur, enough light, grain? (clean your lens!)

Take LOADS of photos!!!



Practical tips for feeling better in photos



Move! Walk, laugh, fidget, talk to someone.

Use props - your tools, your glasses, a notepad, a product, your favourite beverage, a pen

Don't pose - do. - make tea, pack an order, write a note, type on the computer, fix your hair - be doing something.

React to something off-camera. Imagine someone just told you great news - smile, laugh, respond naturally. Candid reactions are gold.

Hands in pockets! It relaxes your shoulders.



Practical tips for feeling better in photos



Whatever's closest to the camera is biggest - so if you don't like it looking big, move it backwards!

Engage with your environment. Touch the wall, straighten a picture, open a drawer, flip through a book- small, purposeful movements help you look relaxed and real.

Repeat a simple motion. Stir your tea, zip your jacket, type a few lines, sway - repetitive actions give you something to do while the camera captures the in-between magic.

Breathe! If it starts feeling icky - breathe!!! Acknowledge it is hard, take a moment to find some calm, then come back to it later.



“Even seasoned pros feel weird at first.
You’re not alone.”



Brand Visibility Starter Plan

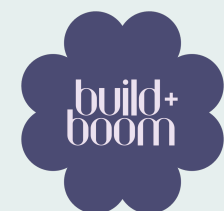
- One quick selfie-style intro post.
- A DIY mini shoot (window + tripod or friend).
- Write your brand photo shot list (what you want to show).
- Look at booking your first/next professional photoshoot.



How to choose the right photographer for you...

1. Do Your Research

- Look for someone whose work feels right - not just looks good.
- Check their website, socials, and testimonials. Consistency matters - do their images show a clear style? Can you see quality across different shoots? Can you see variety, are they using the same shot list for everyone, or creating something unique?
- Ask in your networks for recommendations - word of mouth is golden.



2. Do Your Research

- Don't just message "Can I get your prices?"
- Instead, briefly share your story: who you are, what you need, and what your concerns might be. This builds trust right from the start.
- Remember, this is a two-way relationship - they're also deciding if you're a good fit.



3. What to Look For

- Experience: How long have they been doing this? Is this a side hustle or their main gig?
- Style: Does their style suit your brand, or can they adapt?
- Approach: Will they guide you through planning? Help with outfits? Offer editing options?
- Personality fit: This one's huge - you need to feel safe and relaxed with them.
- Proof of professionalism: Do they have a clear process, contract, planning support, and usage rights?



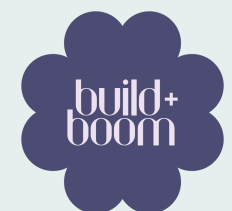
4. Understand Pricing & Value

- Pricing varies widely—from £500 to £3000+, depending on experience, package depth, and usage.
- Consider:
 - What's included? (Planning? Editing? Strategy support? Content ideas?)
 - How much time are they investing before/during/after?
 - Will they help you actually use the images afterwards?
- Be clear about your budget, but also your goals—investing in the right photographer often pays off through stronger marketing and client engagement.



5. Final Tips

- Ask: Will I be proud to share these images? Do I feel like me in their photos?
- A great brand photo doesn't just show your face. It shows your values, personality, and passion.
- Trust your gut. Connection + skill = magic.



"You yourself

as much as anybody in the entire universe,
deserve your love and affection"

BUDDHA

I am proud of
myself

I am perfect and complete just as I am

**Oh yes, please take
my photo!**

I look great in these photos

I am loved

I can confidently
show up in my business

**Wow! I love that
photo of me!**

I am beautiful

I deserve my own love and respect

**My mind is kind to
my body**

I am becoming more
confident in my own skin
every day

I love my body as it is
today

I choose how I feel about my _____

I deserve to be seen

I am thankful I am me

I am what I am
And what I am needs no
excuses!

Resources

- 'The Ultimate Guide to Brand Photography in Scotland'
- PDF of this presentation
- A printable copy of some useful affirmations
- 'How to Take Wall-worthy photos: 30 tips for novice photographers'

All of these resources can be found for free at
www.rebeccaholmesphotography.com/freestuff



A small selection of
photos of me that
took a LOT of
courage to share 😊

Stay in touch

I mostly hang out on Instagram or LinkedIn

@rebeccaholmesphotography

www.linkedin.com/in/rebeccaholmesphotography/

www.rebeccaholmesphotography.com

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