



CRAFTING COMPELLING SELF BRANDING CONTENT:

A 6-STEP GUIDE

ruxi
Your Story. Captured.



WHO IS RUXI.PHOTO

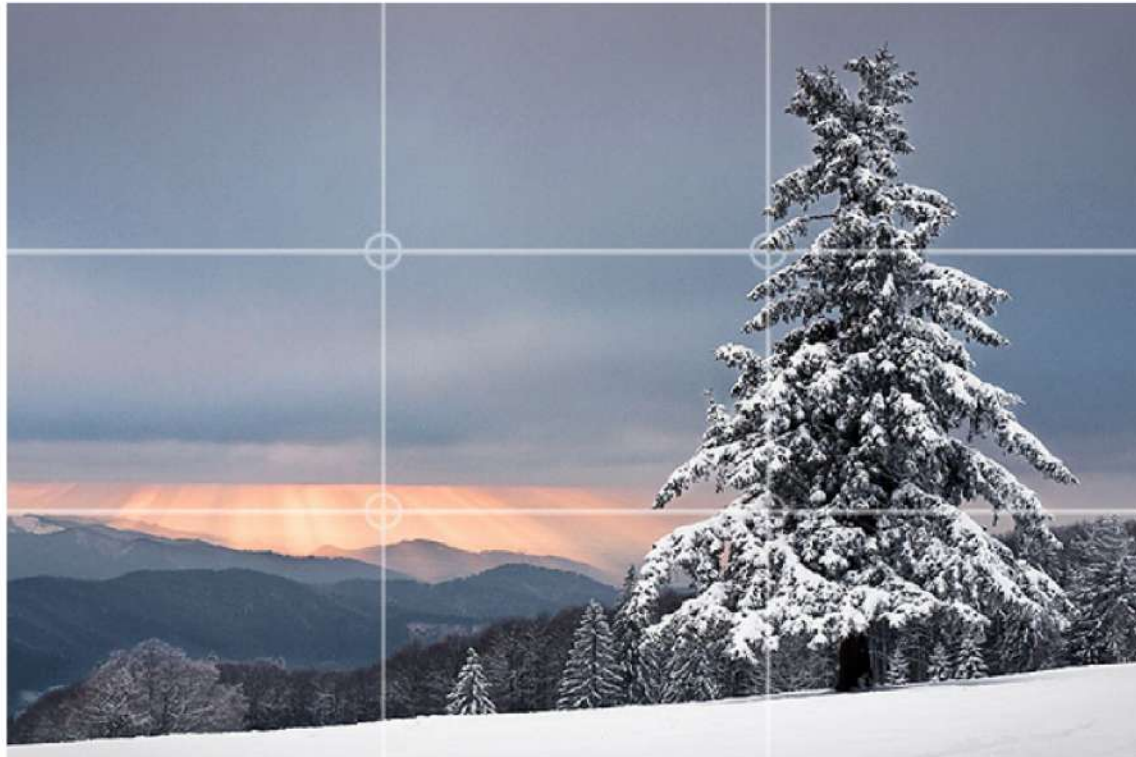
Hey there, I'm Ruxi, the face behind Ruxi.photo! I'm not just any photographer—I'm all about capturing the real you. I believe in creating portraits beyond smiles, capturing who you are and what makes you unique.



I'm a bubbly personality, a mix of introvert and extrovert. I'm not just a photographer; I'm a mom, a wife, a friend, and a girlfriend—I wear many hats! When I'm not behind the lens, you can find me practising mindfulness, hitting the gym, or spending quality time with my loved ones.

1. MASTERING COMPOSITION

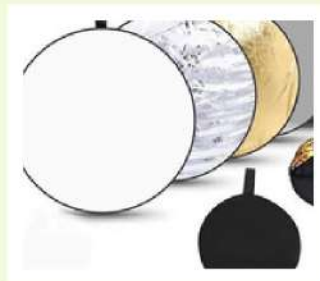
- Rule of Thirds: Align elements along grid lines for balance.
- Leading Lines: Guide the viewer's eye through the image.
- Framing: Use natural or man-made frames to isolate subjects.
- Negative Space: Embrace minimalism by leaving space around the subject.





2. LIGHTING TECHNIQUES

- Natural vs. Artificial Light: Use natural light for soft effects; combine with artificial for control.
- Golden Hour: Shoot during sunrise or sunset for warm, glowing photos.
- Reflectors and Diffusers: Enhance and control lighting with tools.



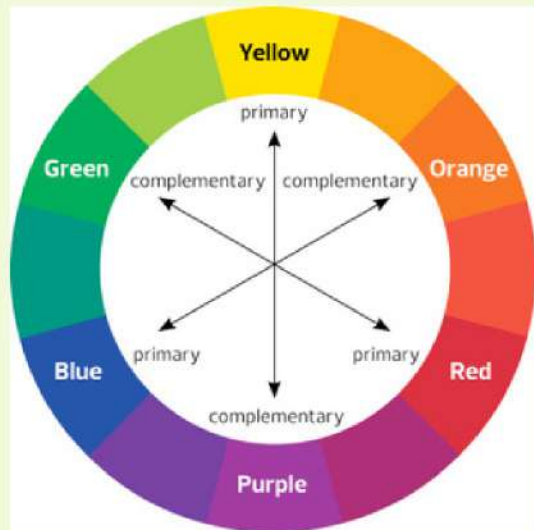
3. EFFECTIVE POSING



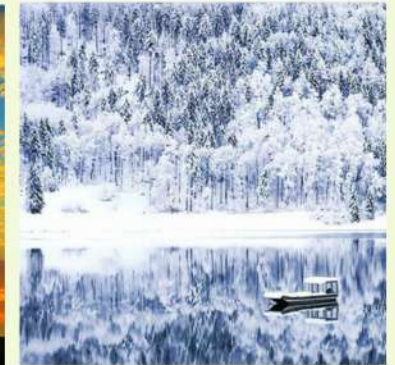
- Posture: Stand straight, shift weight to one leg for a curved silhouette.
- Headshots: Position camera at eye level; use high angles for slimming effects.
- Hands and Eyes: Relax hands, keep eyes aligned with the nose for a natural look.



4. USING COLORS AND TONES



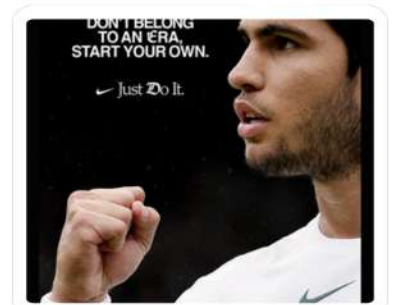
- **Color Wheel:** Utilize complementary colors for striking compositions.
- **Monochrome:** Use shades of the same color for depth.
- **Warm vs. Cool Tones:** Warm tones evoke warmth; cool tones suggest calmness.



5. CREATING A NARRATIVE

- **Story Elements:** Incorporate characters, settings, and conflicts.
- **Sequencing:** Use a series of images to build a coherent story.
- **Emotional Connection:** Capture genuine emotions through close-ups and angles.

*It's not just about what you see; it's about how it makes you feel.
And that, my friend, is where the magic happens.*



6. TOOLS AND APPS

- Camera Gear: Tripods, reflectors, and light panels for stability and lighting control.
- Editing Apps: Lightroom for adjustments, VSCO for filters, and Photoleap for retouching.

This is always with my in my bag, when I want to produce content:



Remember, good photography and posing are the result of practice and experimentation. Play, dare, learn, experiment with composition, light, and background, and trust your intuition. You'll create more creative and aesthetically appealing photos for your Instagram blog with practice!



CALL TO ACTION

Unlock the Full Guide: Dive deeper into hands-on techniques with our detailed 40-page presentation for just CHF 25. Enhance your content creation skills and capture your best self today!



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SCAN
ME



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