

# WORKSHOPS

How to look good in photos and professionally build your personal brand through image.

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I focus my attention on the individual personality traits, character, uniqueness of the person being portrayed. I emphasise competence, experience and naturalness in those for whom a professional appearance is essential.

My adventure with photography has lasted for over 22 years, and I have been professionally involved in it since 2006. I work with institutions, entrepreneurs, artists, those who are building their personal brands and corporate recognition. I primarily create portraits for the professional use of my clients. I usually work in my Portrait Studio located in the city centre of Katowice.

I also focus mainly on portraiture in my artistic activities. I am the author of the One People Story concept, the essence of which are portraits created unhurriedly, using the classic method on black and white film. At the same time, I am working on a series called Beautiful People. These are minimalist, black and white, studio portraits inspired by human diversity.

I have been a member of the Association of Polish Art Photographers since 2012.

REPLACE WORDS WITH PHOTOGRAPHS



## WHY

What are the first words I hear when a client crosses the door of my Portrait Studio?

I'm unphotogenic, I don't like myself in photos, I hate photos.

The desire to create this workshop came from my deep disagreement with my lack of self-acceptance, with the huge self-criticism and the use of hurtful words towards myself.

I see it differently. I meet very interesting people on my path, original, unique, extremely attractive, but unfortunately they often perceive themselves very critically.

There are no unphotogenic people. What someone considers to be his or her flaw, I see as a distinguishing feature, an interesting quality that makes this person unique.

With this workshop programme, I would like to dissolve such beliefs, to make a photo shoot less aversive and fearful.

I would also like to encourage people to consciously use the opportunities offered by business photography in their professional lives. It is an indispensable tool that helps to build our image.

To look at ourselves more gently and act with lightness!



## FOR WHOM

Anyone who runs their own company, builds a personal brand, launches new services or products, has a great team and wants to show the work culture and values of the organisation they represent, creates, needs tools to do so. One of them is photography, especially portrait photography.

## WHY

By presenting our image, we influence our clients, contractors, customers. We win their trust, encourage them to contact us, show our openness. We make people want to work with us. This is the first impression.

What is the first information we look for when we go to a website?  
"About me", "About us", "Team".

That's right. We read the bio and look at the portraits. And it is often at this stage that we decide whether we will send an enquiry to a particular company or artist.

So treat your portrait as a great tool to build your brand. Show who you are!

I know... "I'm unphotogenic, I don't like myself in photos, I hate photos".

This workshop is here to change that attitude, to make self-presentation easy and effective, to help you build your brand professionally.





## WHAT WE WILL DO - proposed workshop programme

In the workshop you will learn:

- what influences how you see yourself
- what it is about facial and body asymmetry
- how to prepare for a photo shoot
  - about lifestyle
  - about clothes, make-up, hairstyle
  - about body language: facial expressions, gestures, poses
- how to use your potential and natural abilities
- how to release the stress and tension that comes with posing for photos
- why I do not recommend manipulating your appearance and context
- express "before" photo session and mini "after" photo session
- work in an intimate group of up to 10 people, time - minimum 4 hours

## WHAT'S AFTER - benefits and new skills

- you will change the way you see portraits, gain confidence and the photo shoot will no longer be a stressful experience
- you will know how to prepare for a photo shoot in a very broad context - from personal fitness to choosing the best photographer
- practice the session
- you will learn how your portrait works to your advantage, what value it has in building your personal brand
- you will receive one portrait taken during the photo shoot "after", developed in post-production, in electronic version, for professional use





Do you want to grow your brand and your business? To inspire confidence in your customers, to present yourself brilliantly, competently and professionally, you lack good photos but the thought of a photo shoot fills you with fear and reluctance?  
And not quite sure why all the portrait fuss?

Take part in the workshop "How to look good in photos and professionally build your personal brand with images" and make the most of your potential and possibilities, work with images lightly, build your personal brand without too much stress.

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