



The Million Follower Immersive

Week 4: *Planning A Shoot*

Tip Sheet



Your Best Insta

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1. As I've said, frequency of shooting depends on your style. At one end of the spectrum there's shooting every day and posting it right away. At the other end there's shooting for a few days once a month and then storing it up and posting it over time. I've never done the former, but I've done the latter, and at this point I do something in the middle – I shoot one day a week. One thing to think about is that the less frequently you're shooting, the more you can make of the fact that you're shooting – like make it an “event” on your IG – since it doesn't happen that often, so it's special and “newsworthy.” That's why when I was only shooting three – four days a month (all in a row) I'd make a special thing of it – I called them Selfie Tours, and they were my most powerful Magic Device for quite a while.
2. How you shoot, what you shoot, where you shoot, etc. is constantly going to be re-evaluated based on likes, platforms, trends, etc., so always be thinking about what you can do that's new, what you're doing that isn't working, etc. It's good to set a schedule and have a plan and get into a routine, but also always be looking for what's next, how you can improve, etc. based on the feedback your followers are giving you and what others are doing that seems to really be working for them.
3. Yandy.com is a great place to get fun, cheap outfits. I've used Rent the Runway for more formal stuff. Holidays are a great time to do some special fun costuming. Cosplay is always popular and can range from extreme (an entire Wonder Woman outfit) to subtle (a cat nose). And again, set up a way for followers to buy you clothes! It's free, and they love it!
4. I've used a lot of AirBnBs. I've also used PeerSpace. I never use my real name when renting one of these (my partner rents it for me) cuz I don't want them to know I'm shooting. But I've never been found out, so it's generally safe. Just be sure and check the rules on AirBnBs and make sure it doesn't say “no photography.” AirBnB has a great filter called “Unique Stays.” You can always find some fun stuff there. Also, if you book an AirBnB, consider doing it for at

least 2 days at the same place. This is because you can't get in until 3 pm on your first day so 2 days means you only pay 1 cleaning fee for both days and the second day is a full day.

5. There are two ways to think about location – as something you're showing off to your followers, or as something you're letting your followers into. Getting a cool house on AirBnB is showing off to your followers, but shooting in your bedroom is letting your followers into your world. One is about being showy, the other is about being intimate. Both are great.
6. I've actually shot a lot of props because they came in the AirBnB I booked. I get there and wo, there's a cool vintage camera on the shelf or a beautiful guitar on the wall or a sexy hat in the closet. So look around and use what you're given.
7. I have three big shelves filled with accessories – jewelry, masks, headpieces, toys, hosiery, etc. I also keep a big bag of jewelry that I take to every shoot – ear-rings, necklaces, bracelets, rings, crowns, etc. You don't have to do accessories – it just depends on your style – but they can be fun and add flair.
8. As I said in the reading this week, brainstorming ideas for what you could shoot is always a good idea. Consider getting any guy or girl you know involved. People will love talking about it over drinks. The more crazy sexy ideas you can come up with, the better!
9. I recently consulted with a friend who's a beautician on my hair and make-up, and it really helped me up my game, so consider that for yourself. Great hair and make-up can make a big difference in your pics.
10. I use padded bras to make my boobs bigger, and I also use "chicken cutlets" (silicone boob enhancers) to give myself more cleavage.
11. If you're going to be working with a photographer you don't know, be sure you use a photographer contract (which you can Google and get for free) and make sure it's very clear about the ownership rights of the images so you get copies of the photos and can post them on your IG and elsewhere.

12. As far as cameras, for photos I currently use the iPhone 11 (I love the portrait mode, which makes a blurry background) or my Nikon DSLR D850. I've owned multiple Nikon cameras and they're my favorite DSLR (I've used them for 8 years), but I've switched more recently to using the iPhone camera cuz it's more convenient and has a great picture. DSLRs offer a higher quality, but you have to pay a lot and learn a lot to get a photo comparable to the iPhone. In terms of video, I use my iPhone, which I find superior to any Nikon, Sony, or Go Pro I've used.
13. Some other equipment/app/software recommendations for production. I have used a Go Pro for making video content (when I want more than one camera going), which has a nice 4K camera and excellent in-camera stabilization. I prefer this over the Osmo Pocket, which has a very small monitor screen and is thus hard to see. I also use a DJI Osmo Gimbal, which is a really great iPhone stabilizer for video. For lighting, I recommend Ubeesize ring lights and Neewer photographic lights, though, of course, natural light is always best. If you want to use the front facing camera on your iPhone but can't thus see yourself, you can use the filmic app, an Apple Watch, or an iPad as a monitor. If you're webcamming, the Brio 4k webcam is nice.

