

SHOOT BRIEF · TIFFANY MILLER

Ahead of the Curve: Tiffany Miller

Session · 150 min **Locations** · 2 **City** · Austin

01 · CONCEPT **The strategic frame**

Tiffany's clients are scared of being left behind, and she's the person who makes sure they aren't. This shoot positions her as the clear-eyed expert in the room, someone who's already three steps ahead. Every image should feel current, composed, and completely in command.

02 · STORY ARC **The thread**

We open with Tiffany in her element, grounded and in control of her own space. We move into the world she navigates for her clients, sharp and at ease in an urban setting that reads modern and alive. By the end, the viewer should feel like hiring Tiffany isn't a risk. It's the smart move. The photos together say: she knows where this is going, and she can take you with her.

03 · LOCATIONS **2 places we shoot**

Tiffany's Workspace · COMMAND CENTER, NOT CORPORATE

Her clients need to see her in context. A real workspace signals that she does the work, not just talks about it. It grounds her expertise in something tangible and specific to her.

Shoot here first, before the day wears on her energy. Arrive 15 minutes early to edit the space and manage clutter. Natural window light preferred. No permits needed.

East Austin mixed-use district, street-level and lobby spaces

· FORWARD-FACING, TEXTURED, URBAN COOL

The outdoor urban environment puts Tiffany in the world her clients are operating in, moving, building, adapting. It visually says she lives in the current moment, not behind a desk in the past.

Target mid-morning light to avoid harsh shadows and midday heat. Look for glass, concrete, and architectural lines that add depth without competing with her. Street parking is usually available on weekday mornings.

04 · SHOT LIST

What we're capturing

HEADSHOT VARIATIONS

- 01 Clean, direct eye-contact headshot against a neutral wall in the workspace, head and shoulders, slight forward lean.
→ The press kit and LinkedIn primary photo. This is the shot editors and event producers pull. It has to do its job fast.
- 02 Slightly wider headshot, three-quarter frame, with a soft suggestion of the workspace in the background.
→ Website bio section and email newsletter header. The hint of context adds credibility without distracting.
- 03 Outdoor headshot in the East Austin location, natural light, relaxed posture, still direct and confident.
→ Gives her a fresh look for Instagram or a rotating LinkedIn banner. Same Tiffany, different energy.

HERO AND BRAND IDENTITY

- 01 Full or near-full body shot in the workspace, Tiffany standing or leaning near her desk, composed and ready.
→ Website hero image. Needs generous headroom and side space for text overlay. This is the first impression.
- 02 Wide environmental portrait outside, Tiffany mid-stride or paused on a textured urban sidewalk, owning the frame.
→ Homepage secondary banner or proposal cover. Signals forward motion and confidence in the world her clients live in.

IN ACTION WITH CLIENT

- 01 Tiffany seated across from or alongside a client at her workspace desk, both engaged in a screen or document, natural conversation.
→ The must-have. Shows the actual relationship. Perfect for homepage, case studies, and proposals where social proof matters.
- 02 Tiffany pointing to or gesturing at something on a screen while the client looks on, slightly wider framing.
→ Shows her in the teaching role. Instagram and LinkedIn storytelling posts about her process.

IN ACTION, SOLO

01 Tiffany working at her desk or laptop, slightly angled, not fully posed, like she forgot the camera was there.

→ Newsletter and email headers. These candid-feeling frames build warmth and make her more approachable to entrepreneurs who aren't sure they're ready.

02 Tiffany on her phone or referencing notes while standing, mid-thought, in the workspace.

→ Instagram Stories, behind-the-scenes feel. Shows the real rhythm of her consulting work.

DETAIL AND TEXTURE

01 Close detail of hands on a keyboard, phone, or notebook with the workspace softly blurred behind.

→ Blog headers, email openers, and social graphics. Versatile filler that reinforces the working-expert story without needing her face.

02 Styled flat lay or desk corner with relevant tools, notebook, device, maybe a coffee, brand colors present.

→ Instagram feed texture and proposal divider pages. Gives visual rhythm to her content without requiring new shoots.

URBAN SIGNATURE

01 Tiffany against a strong architectural element outdoors, clean lines or glass behind her, looking slightly off-camera.

→ The press and media kit pull quote image. Designed to sit behind text or a stat. Modern, sharp, and current.

02 Candid-style walk shot outdoors, Tiffany in motion, not posed, confident stride.

→ LinkedIn banner or Instagram carousel opener. Motion reads as momentum, which is exactly the brand message.

05 · PROPS

Styling and props that earn their place

Laptop, open and active

The primary work prop. Grounds the expert story and gives her hands something natural to do, which helps with nerves too.

Quality notebook and pen

Analog texture against digital context. It reads as thoughtful, not just tech-obsessed, and adds visual warmth.

Smartphone

A natural prop for in-action shots that signals she's connected and operating in real time.

A second chair or stool near the desk

Positions the client-consultation dynamic naturally without staging looking staged.

One or two objects in tan, green, or soft purple to anchor the desk styling

Pulls brand color into the environment without making it feel like a photo set.

What they wear, look by look

Tiffany's brand is smart, savvy, and sophisticated, so her wardrobe should read polished without being stiff. No suits, but nothing casual either. The goal is a person who has great taste and operates at a high level. Four looks move from warm-up confident to full presence to textured and real, ending with something that photographs beautifully in motion outdoors.

LOOK 01 **The Anchor**

A well-fitted top in a soft neutral, tan, cream, or warm white, paired with tailored trousers or a structured wide-leg pant. Clean lines, quality fabric. Nothing busy.

PAIRS WITH Opening workspace headshots and in-action solo shots. Familiar and easy to wear into.

→ *Starting in something comfortable and polished lets her face relax before the camera does its best work.*

LOOK 02 **The Power Move**

A rich jewel-toned blouse or structured top in deep purple or olive green, paired with the same or complementary trousers. This is the hero look.

PAIRS WITH Website hero and the client consultation shots. Mid-session, when her face is fully warmed up.

→ *Purple and green are her brand colors. Wearing them at peak energy in the most important shots connects her look to her brand identity without being literal about it.*

LOOK 03 **The Sharp Layer**

A tailored blazer or longline cardigan in tan, camel, or muted green over a simple fitted base. Structured but not corporate.

PAIRS WITH The press kit headshot and the urban outdoor architectural shot.

→ A sharp layer reads authority in print and on LinkedIn. It photographs well against textured urban backgrounds and elevates the overall impression for media use.

LOOK 04 ***The Urban Exit***

A flowing but intentional piece, a wide-sleeve top, a relaxed-but-tailored dress, or a draped layer in a complementary neutral or soft color. Something with movement.

PAIRS WITH **The outdoor walk shot and candid urban signature images at the East Austin location.**

→ Movement reads better outdoors, and ending the session in something slightly looser is more comfortable when energy starts to dip. It also adds visual variety to the final set.

STYLING NOTES

Bring each look fully assembled, including shoes and any accessories, so transitions are fast. Avoid fine stripes, small herd prints, or any logo-heavy pieces since these fight the camera at close range. Check that fabrics don't wrinkle badly in the car. For backup, bring a second blouse in a solid neutral that works with multiple looks. Jewelry should be minimal and intentional. One statement piece per look is plenty.

07 · TIMELINE

How the day flows

15 min

Arrival and Space Edit

Eric walks the workspace with Tiffany, removes clutter, identifies the best light, and sets the prop styling. She gets settled. No camera out yet.

30 min

Warm-Up: Headshots and In-Action Solo

First look, The Anchor. Headshots first to check light and framing, then solo in-action shots at the desk. Low stakes, familiar environment, natural rhythm.

25 min

Client Consultation Shots

Look change to The Power Move. Tiffany's client joins for the consultation shots. These are the must-have frames. Eric directs the conversation, not the poses.

15 min

Hero Portrait in Workspace

Still in The Power Move. Full and three-quarter body hero frames in the workspace while the light and look are at their best.

10 min

Travel to East Austin Location

Pack up, move. Tiffany changes into The Sharp Layer in transit or on arrival.

20 min

Urban Architectural and Press Kit Shots

The Sharp Layer against structural backgrounds. Outdoor headshot, press kit portrait, and strong architectural frames. Deliberate and composed.

20 min

Urban Signature and Walk Shots

Look change to The Urban Exit. Motion shots, candid-style walk frames, and Instagram-ready outdoor portraits. Looser, more alive.

10 min

Detail and Flat Lay

Prop and desk detail shots, either back at the workspace or styled on a surface at the outdoor location. No subject needed. Just wraps the visual set.

5 min

Buffer and Review

Quick walkthrough of what was captured, any missed must-haves, and a clean wrap.

08 · THE HUMAN

Notes for showing up real

CONFIDENCE

Tiffany, the worry about looking awkward or dated is one of the most common things people bring to this kind of shoot, and it almost never shows up in the photos. What actually reads as awkward is trying too hard to look natural. So we don't do that. Eric is going to talk you through every shot before the camera comes out, which means you'll know exactly what's happening and why. You won't be left guessing. The four look changes are spaced so you're never rushing, and we front-load the session with the shots that need the least from you, so by the time we get to the hero frames, you're warm and your face has stopped thinking about it. Dated is a wardrobe problem, not a you problem, and that's already solved in the plan.

SHOOT BRIEF · MAY 27, 2026

