

Alisa Conner:

[00:09](#)

Hello, hello and welcome back to the Feed U podcast. I'm Alisa Conner and I am your host. I am so glad you guys are here. Yay. I'm so excited to see you this week. This week I have a special guest that I'm interviewing again and I can't wait to introduce you to her, but what we've been talking about this month is getting really clear on our ideal client and places to find our ideal client and also align with, um, the people that are in alignment with our purpose and the reason that we do business. So we all go into business for a reason and we all have a purpose for I'm going into business and a lot of times we will get a little distracted and a little off center because there's so much to do as entrepreneurs. And um, so with the series, my intention is to sort of help you realign with, you know, not only who you want to work with, but more importantly why you're doing your business, why you're connected to your business and how you're serving others through serving your own purpose. And what I mean by that is that, you know, we're each come to this planet in, um, have special gifts and we have special talents. We have special strengths as we learned from my friend Alyssa Dare Nelson. And if we don't focus on those strengths and we don't do our best to share those strengths with others, then we aren't really fulfilling our purpose. We're not really fulfilling the reason that we're here on this planet. And that can come out in ways of being really stressed out or worried about money. And we're worried about, you know, are we doing the right thing or getting more clients or whatever that is because we're not really focused on what we should be focused on. And that my friends is really simple. We need to be focused on what we do differently than anyone else. So you may be wondering how exactly am I going to tie my guest into your purpose and your passion and the reason that you do business. So the person I'm interviewing is Jenn Hernandez, who owns Jenn Hernandez photography, and you may be thinking, well, what if photos have to do with your purpose? Well, Jen has a special gift of capturing your true essence, the true person of who you are and not who you always think you are from the outside in. And she's really great at capturing not only personalities, but that little light that shines in all of us that makes us different and shows I'm not only yourself how, how different you are from everyone else, but all of those people that you want to work with, it's able to connect them to in a way that, that, that typical photos can't do that. Um, and so getting comfortable with your brand photography and finding someone who can actually capture that and tell your story with just one picture is pretty incredible. So I wanted to bring Jen on because she's going to share with us not only how to identify and differentiate brand photography from typical photography like headshot photography, your photography, but also give you some tips

and suggestions to prepare yourself for your branding photography session. A lot of times we go in with these little hidden agendas of a mental nonsense running through our head of, oh, we should look like this and we should lose 25 pounds before we had these pictures taken, or whatever it might be. As women, we are typically pretty critical of ourselves, much more critical than we are of other people. And so what she tries to do is help you to mentally prepare and actually physically prepare by getting you in, in situations, in prepping you on what clothes to wear, and how to best shine your personality as far as even scouting out locations that would be a good fit for your personality and who you are, as well as coordinating those all with your brand, which should align with who you are and your purpose. Anyway. So before I get too far down the line telling you all about how wonderful Jenn is because I want to have her come on and tell us a. I want to tell you a little bit about Jenn. So as I said, Jen owns Jan Hernandez photography and she is passionate, passionately driven to help women in particular see their worth. Now mind you, she has worked with men and she does a fantastic job with them as well, but she wants you to be able to identify and your value and have your inner light show through on those photos. She has spent much of her adult life learning not only about herself but about others and she loves when her clients see the light and joy that she captures in their images. Photography is Jenn's love and her obsession. All her clients have insecurities and fears, as most of us do, that they bring to their photography sessions, but jen may makes it her mission to take all of those factors and navigate around them to capture engaging and inspired images. She strives to capture your unique personality, your heart, and your beauty in every photo. People just want to be seen and understood and she enables you to tell you, tell your story, to the people you need to tell it to through those photos. So please help me welcome Jenn Hernandez to the show.

- Alisa Conner: [05:32](#) Welcome everybody to the Feed U Podcast. I am so excited to have you here. And I am even more excited to welcome my guest Jenn Hernandez from Jenn Hernandez photography today. Welcome, Jenn. Thank you for being here.
- Jenn Hernandez: [05:45](#) Thank you. Hi everybody.
- Alisa Conner: [05:47](#) I just did a quick little intro about who you are and what you do and um, I would love for you to tell us a little bit more about how you got started in and really what drives you and drives your passion and your business.

Jenn Hernandez: [06:03](#) Oh, okay. Big, broad question. Alright, so I'm getting started in the business. I was about three years ago and, I, I always say that it was like a download straight from heaven. I woke up one morning after having a very specific dream about having this business and working with women entrepreneurs and helping women see the joy in the light inside of themselves coming out. And um, I just, it wasn't anything that I could let go up. So I had been a hobbyist photographer since high school where I was on the yearbook and in tragic photography, which back in the day that was film and you know, you cut, pasted on it on a piece of paper within a grid and then they, I don't even know what they did to it after that. But yeah, it was like way old school. I'm totally dating myself. So I did that. And then just after that dream I just couldn't let go of the fact that this is what I was meant to do. So I just immersed myself in becoming a very proficient photographer and editor and hit the ground running about. It's just about three years ago now.

Alisa Conner: [07:08](#) Nice. Well, I have been the lucky recipient of having you do my photos and I've seen a lot of the photos you do, so you really capture the essence of your people. Do you have any tips or tricks that you'd like to share about how you do that? Or like, if people are trying to do their own selfies, they don't look like selfies or do you have any suggestions for how to be the real you in front of the camera?

Jenn Hernandez: [07:33](#) So probably the biggest thing is most people are really uncomfortable and that's the first thing I hear come out of their mouths is I hate taking pictures. That's like the first thing they say. And I feel like, just like with everything else in life, mindset is really important thing. So if you're going into getting ready to get your pictures taken and your thought is taking pairs, you know, you kind of really not setting yourself up for a very good time, right? It's something that you're dreading. So mindset work ahead of time. I know probably nobody says that for photography, but mindset work ahead of the photo session is super important and I think prep or the preparation that people go through to tell their story, having their ideal clients set their color Palettes, locations. And, you know, I'm kind of going into how you would hire a branding photographer here, but, you really want to work on your mindset ahead of the photo shoot. Like practice in the mirror. I have a posing guide that's on my website we can talk about later, but it kind of talks about, you know, it's silly. Everybody thinks that like supermodels and models are just automatically photogenic and they didn't have to learn to be in front of the camera. So I think more work can do on your practicing front of a mirror. Um, and really just kind of getting comfortable with looking at yourself and how you

look, you know, make different faces, see what it looks like when you're trying to be silly. Is it silly or is it just ridiculous? So, um, and then as far as like selfies and stuff like that, you, you really want to make sure that you know your cameras either at eye level or above to get the right angles. I'm nobody. You don't want somebody. If I were to put my chin up in the camera there, you wouldn't want somebody chin up in the camera and lighting is super important, which as a photographer, I'm always seeking the right light source. So something that is really even generally, like now I'm facing a window. If I were to move away from the window, my skin would start to look difference. Um, I mean it's just kind of one of those things where, you know, just the more prep work you can do, the better. And then I'll go into more specifics on why you would hire a certain brand. Photographers over others.

Alisa Conner: [09:56](#)

Nice. I'm just going to recap so we can really grab, grab those key points. But one is to have really good lighting. Two is to come at, your own face either straight on or from a little bit from above. And usually if you're a little older, you want to come from above because dee dee d plays or um, what's the word I'm looking for it, it makes sure that deemphasizes, anything that might be happening here or here or those little laugh lines or whatever. It kind of makes those disappear a little bit.

Jenn Hernandez: [10:26](#)

Well, it makes your eyes look bigger to you if you're looking up versus looking down. It's gonna. Make your eyes look bigger as well. So,

Alisa Conner: [10:33](#)

There was one other one in there.

Jenn Hernandez: [10:34](#)

Mindset.

Alisa Conner: [10:35](#)

Mindset. The biggest one. Yeah. Mindset is, you know, there's, I always try to tell people there's only one you and what, what is more important? I had somebody telling me a long time ago, what is more important in attracting anyone is what's coming from the inside, which is your self confidence than anything you can do on the outside. So you've got to work on that mindset. I love that. So as you know, I'm a big fan of people doing branding to tell their story and to build that strong foundation. So I would love to like, maybe just walk through three to five steps of what you need to do, the questions you need to ask when you're hiring a brand photographer, so you're actually getting someone who understand your brand and who can show that brand to the world visually. Can you walk us through that?

- Jenn Hernandez: [11:28](#) Sure. Absolutely. Where it would start is, I have people that come all the time and they're like, I need brand photography, so I dig in a little bit deeper and I tried to understand their ideal client, ask them about their color palettes and stuff like that. And then come to find that they'd haven't actually established a personal brand yet. They've got colors and fonts and a basic website, but they don't know who their audiences. They don't know where their audience hangs out, they don't know what their audience likes. So that's where I would press the brakes on my process and refer them to someone like you Alisa, because they need to have that figured out first. So fast forward, they've got that figured out.
- Alisa Conner: [12:10](#) Let's talk about that just for a second because when somebody comes to you and they don't have that figured out, how do you even create photos that, that are showing who they are and who they're. I mean, it's really, don't you feel like it's really hard to plan that session?
- Jenn Hernandez: [12:28](#) It becomes more of a headshot session then we're just capturing them. It's really not about speaking to their audience and really kind of drilling down onto their processes and telling their story because if they don't know who they're trying to talk to you, um, it's really hard to like plan the session. Um, you know, I have a perfect example today. I'm working with a stylist and we went to Cherry Creek. We walked the locations that we're going to be shooting. We've planned the outfit, so there's a lot of work that goes into it ahead of time, but she knows who her client is, where her client hangs out and where her client is gonna want to see those pictures done, right. I mean, they're gonna want to know she's in the Denver area, you know, she's in a very affluent area. So like all of this is super important and so if I have somebody who comes to me who's not prepared, it ends up being a headshot session and it ends up being fairly general. I'm like, everybody works on a computer or phone or right? So it, it just becomes less intimate and less strategic when they haven't had those things figured out. It doesn't stop people necessarily, but the impact isn't as great, which does make it hard for me to plan.
- Alisa Conner: [13:41](#) Right. And that's exactly what I was going to say is I think that impact in that emotional connection that we're all striving for to stand out in the world today because it's such a busy place missing. I'm sorry. Sorry to keep interrupting. Keep going. So number one, you gotta have your branding.
- Jenn Hernandez: [13:57](#) Yeah. Number one, you've got to have your brand number two. So let's say you have no idea where to even start with a brand

new photographer. First thing you would do if you worked with the brand strategist is ask them if they know of any photographers in your area, um, or any photographers that would travel to your area. And then I would compile a list of two to three and then go in and dig around, be a snoop, check out their social media, go to their website. Are they able to tell their own story? Um, well, are you like the images that they've done for other people? Uh, you know, it's really important that your style is being matched. So there are some people that are very light and bright. There's other people that need kind of a monochromatic or just kind of something more muted. Something that's super vibrant and playful will, you know, want to be sure that your story and your essence is going to be captured by this person. So if you're like light, bright, bubbly, and you go hire someone who only does black and whites and like very editorial style photography, then you're setting yourself up for disaster. You're not going to get what you want because you didn't pick someone that can match style. The other thing that I'm in next step would be. So that's step two. Step three would be that you would reach out to a photographer. Let's say you like everything they do, you want to reach out to them and you want to see what type of packaging they have, how many photos you would be able to glean from it, how it's delivered. You'd also want to know how much they help with the planning process. So are they asking questions about, again, your ideal client and what you're wanting to come across in the photos. Do they ask you what type of photography you need from like landscape or portrait or a mix? Is it all going to be on a website and marketing or is it going to be on social media as well? You know, and, and do you have rights to those photos when you're done? Um, to use as you please?

Jenn Hernandez: [16:09](#)

Right. And I think, I wanted to stop you really quick because from your perspective, like I know I've, I've seen both photographers that include images and then photographers that just charge for a session and then every image is extra. What, number one, what is the norm? Like, what should they, what should be an expectation for my listeners? Should they look for photographer that actually includes images and number two, um, if images are not include what's a good number of images that they should plan on having to purchase so that they can meet all of those needs for say the next 12 to 18 months before they've had, they have to update their photos.

Jenn Hernandez: [16:51](#)

So ideally you'd be working with someone who gives you the digital images as part of the package. I'm, the way I work things is I edit a very generous amount of photos and then they get to glean, let's say they purchased 40 photos and they get to pick

the 40 photos that they're going to have, haven't use. I've seen it where like you said, other photographers will do a session based price and then they pay per, I would say to have a decent amount you'd want to purchase anywhere from 20 to 30 photos. So again, as you're interviewing a photographer and really trying to understand what it is that you get delivered, you would want to make sure that you understand the complete cost. So if they're just charging for a session and then you have to purchase photos, it would be a good idea to understand what that package looks like ahead of time. That way you're not surprised when you get to the end and oh, by the way, you've got, you know, x, Y, Z to add onto the price tag. Um, yeah. I decided a long time ago when I became, you know, lifestyle branding photographer, however you wish to call it, that the digital images were more important than print. Um, because all of my clients are digital. Um, every once in a while you have somebody who wants to do a current media and marketing and things like that, and they can certainly use the images for that as well. Um, so I don't know, did that answer your.

Alisa Conner:

[18:18](#)

So I'm to, I'm going to back. I'm gonna, um, reframe a previous comment I made into a question which is how often should you plan on getting your photos updated?

Jenn Hernandez:

[18:31](#)

Okay. It really, that's really going to depend on you and your business if you are on constant. If you're on social media constantly, excuse me, little trip over my words there. Um, you know, you're gonna want to probably update every quarter, um, to have new, fresh. I've got clients that retain every single month. I've got clients that retain every three months. I've got clients that every six months they're shooting and I've got people that shoot every two years. So it really just depends on your business and how active you are on social media and are you able to find and curate those filler shots in between integrating your shots or are you using quotes or marketing media like there's a lot of different ways to, to utilize this social media, but from a website perspective, I would say at minimum 12 months because you really want to keep things fresh, current. Especially if you're an in person business, if you're an online business solely and people don't see you in person. Um, I mean, I guess I see you anyway on video. Uh, but you'd really want to stay current, you know, for her grows or you cut change your hair color. You know, if you're a redhead and on your website and your blonde in person, like there's a disconnect there. Um, so just having that be a truth in advertising. Basic lead one if you're older and the last time you took pictures was 10 years ago. You don't look the same. So it's time to update.

- Alisa Conner: [20:02](#) Okay. That sounds good. And then, you know, with video being as hot as it is and video being a big, um, a big player in any kind of online marketing or even offline marketing at this point because people can resonate with you. How important is photography? I mean, is it still important?
- Jenn Hernandez: [20:24](#) Unless you're. Unless you're website's completely video and all your social media is completely video. I think photography is really not going anywhere. People still want to look at beautiful images and there's still something different about having, you know, it's good to have candid images as well, like those quick little snapshots and your stories and things like it's good to kind of integrate that with the professional and then thought about being like a side by side comparison of a professionally curated instagram feed. Just because that's like the most visual thing we have had out there besides P interest that's like in a pretty grid and then in a nonprofessional curated and, and you can definitely tell the difference, maybe not to the trained eye, but when you see the pictures, you're just like, oh yeah, that, that looks better than that. It's how you want to run your business. Do you want to show up and show that really polished professional or a youth starting out and you're good with snapping the picture yourself, you know, everybody's at a different phase in their business. So you really just have to start where you are. And that's another thing to ask a photographer and hiring them if they were, if you were to hire them on a regular basis, is there a retainer agreement? Then you can enter into, do they give price breaks? Can you break sessions up? Like those are just all things. If you know over a six month period you want to do three shoots, then you'd want to go ahead and ask those questions and see if they're willing to work with you on it or not. Nobody has to work with you on anything, but it's good to know. It's good to ask the question.
- Alisa Conner: [22:10](#) Right? So what. I mean price is going to come up. Everybody wants to know about price. So can you give us a range, like a good range of what it would cost to do. Not only a branding, I'm a regular branding session so you're at maybe multiple locations and you had somebody that's planned out the shot list, but also, um, arrange for somebody that wants to do that retainer where they're getting updates every quarter and, and what that looks like. So can you just give us, you know, you don't have to go into your pricing but just kind of a general range so people know what to expect and what to plan for.
- Jenn Hernandez: [22:42](#) Sure. It's, it's definitely get independent on area. Um, because, you know, if you're in the, on the coastal areas, I've seen photographers anywhere from 800 to \$2,000 for a shoot and

you know, kind of midwestern, you know, it's like \$550 to a thousand or \$1500. So really it's going to depend on the area. It's going to depend on the photographer. I mean, I hate to give that generalized have an answer, but it really does depend. Um, I've seen people do things like as retainer for as low as \$249, but you know, you signed a contract, you're committing to a certain amount of shoots in x amount of time, so, you know, that could end up being a little more affordable, but you're kind of chunking things out versus, you know, some people don't want to play a half a day shoot. They would rather plan over months and just know I'm doing this, this and this. And as you get into the process and you start thinking about how to visually tell your story and as a photographer gets to know you, I feel like that's where a little more genius happens because then you're able to, one, you're not taking as much time to warm up to the camera and things, you're already familiar with this photographer and how they work. So creating that relationships puts you at ease, and you're able to dig in quicker. Um, and they, they know when they're getting you and when they're not getting you. I'm. So, I think that kind of helps. I don't know, I kind of feel like I went off on a tangent there.

Alisa Conner:

[24:21](#)

No, that makes sense. Okay. So, um, to go in a different direction, I'm just curious about like, props or fun props are fun to add into a shoot. So can you give us some tips on finding awesome props that we can add in more shoots so that our, our personality comes out and it makes, makes it a little more fun in our photos. Can you give us some suggestions on how to decide what products to use or how to brainstorm that?

Jenn Hernandez:

[24:45](#)

Sure, sure. So a lot of times because we're online businesses, we're going to be looking at things like I do everything on my computer, so, you know, how do I show that? So maybe it is a matter of taking a picture of recording this call right now because this is how Alisa does a lot of her business. It could be a matter of really getting kind of cheesy, you know, go to the craft store and like get the string and the ribbon and a. So I'll give an example of a florist that I did a photo shoot for it. So I went to her space. And of course she has fresh flowers because she's a florist and that's what she does. But she also had all of her little tools out. She had books of beautiful arrangements. That's not part necessarily of her process to get ready, but we're just kind of showing like this is how she gets her inspiration. Maybe it's actually on Pinterest, that's fine. But just any way that you can kind of visually tell your story and, and think about the details that you do for your client that you know is specific to you. And it's about capturing those details too. Like what sets you apart, what problem are you fixing, what does that solution look like

for them? And how can you visually tell that story kind of along the way. It's different for everybody.

Alisa Conner: [26:11](#) So since you brought up this, most of my audiences is service based industry, but I do have some people that do product so sometimes they have to do product shoots and I know as I've talked for you probably have some tips and tricks and you can't always, have a photographer there say if you've made a really nice meal, but can you give them some tips on like, okay, how can I take a picture of this food so it doesn't look like caca when I put it up on instagram and I really want it to look nice. So do you have any, just quick little tips that you can share with them on whether it's a product or an actual meal or something like that? Yeah.

Jenn Hernandez: [26:44](#) Consistency is important. You want to match lighting as much as possible. So if you have very bright and fun feed, you're not going to want to take a picture in a really dark room no matter how beautiful the meal looks to you at that moment. It's not good lighting. Angles are important with products and food. So it really kind of depends, you know, I just did a product shoot for makeup line. So all of those angles are either from down or really close up on the product, you know, with food, I think generally coming down to where the plate is or generally over it, just like directly on top of it. Invest in an iPhone or a cellphone with a really good camera. And there's several tweaks that you can make kind of after the fact. So you're going to want to lower your shadows and bump your highlights a little bit. Bump the brightness, you know, just make it look as appetizing as possible and lighting is important. Lighting's a big part of that. So if you're in a restaurant and you can get near a window with your plate, that's good.

Alisa Conner: [28:00](#) Nice. And filters I think are a good lifesaver.

Jenn Hernandez: [28:03](#) Filters are a good thing to. Instagram has a really good, a really good market on. It's another way to make something very cohesive and consistent is applying the same filter on no matter what.

Alisa Conner: [28:16](#) Awesome. This has been so awesome. So I want to give my audience a chance a little bit to get to know a little bit more about you and make it fun. So I have what are called my coffee date. Questions. Okay. Just going to pick like five and they're just fun. Easy questions to answer. So, let's talk first. Do you have a favorite business book that you refer to? All the time

Jenn Hernandez: [28:38](#) No I read too many books. I can't pick a favorite.

Alisa Conner: [28:41](#) Do you have one that you've read recently that you could recommend to think?

Jenn Hernandez: [28:48](#) I'm reading right now. I'm wide awake. It's not really a business book per se, but it's about living your life with your eyes wide open instead of dreaming at night. You dream during the day and it's been really good. Yeah.

Alisa Conner: [29:03](#) Awesome. Okay. frozen or scooped ice cream.

Jenn Hernandez: [29:09](#) Scooped.

Alisa Conner: [29:10](#) Favorite flavor?

Jenn Hernandez: [29:14](#) Probably chocolate, peanut butter

Alisa Conner: [29:16](#) You and my oldest, my middle son would get along. Your favorite way to learn video? Audio read blogs or a combination combination.

Jenn Hernandez: [29:25](#) For me it depends on what I'm learning. If I'm learning editing styles or. Yeah, if it's something that I need to see, I like to see things. Um, and then do them is probably the best way. But what is your most unusual talent?

Alisa Conner: [29:46](#) My most unusual talents. What do people say here?

Jenn Hernandez: [29:51](#) I don't even know.

Alisa Conner: [29:53](#) Singing in the shower. Like random, like anything that's just like kind of a random talent that a lot of people don't know about you.

Jenn Hernandez: [30:01](#) I, I do burst into song quite often and I love musicals

Alisa Conner: [30:05](#) So we can expect your version of cats at the next networking event, I'm very theatrical sometimes. Beach or mountains?

Jenn Hernandez: [30:18](#) Beach.

Alisa Conner: [30:20](#) Harry Potter or the hobbit?

Alisa Conner: [30:23](#) Neither. I've seen neither one.

Alisa Conner: [30:26](#) Okay. That's, that's fair. What is your Kryptonite?

Jenn Hernandez: [30:32](#) Kryptonite. Oh my gosh, that's a deep one. A is your Kryptonite. I'm probably comparison. I try to stay away from that. I protect my individuality when it comes to photography and not look at other people's photography from the perspective of um, but a perspective of learning instead. So I really have to stick that in my brain before I started looking at things.

Alisa Conner: [31:02](#) Nice. I love it and it's been awesome having you on the show. I'd love for you to share how people can find out more about you and where they can find you online.

Jenn Hernandez: [31:10](#) Yeah, absolutely. So pretty easy. JennHernandezphotography.com is my website. I have my posing guide on there if you want to learn ways to look great in photos. Now I'm also on facebook. I have a business page, but I generally connect with people on my personal page. So I'm at JennDHernandez, so jennd.Hernandez. And then on instagram or at Jenn Hernandez. Photography.

Alisa Conner: [31:42](#) Nice. And I'll put all those links, I'll put all those links in the show notes so everybody can find you really quickly. Again, thanks for being here. I appreciate you being part of this interview. And, um, I just wanted to let the audience know there's been a little bit of lag. I think there was an internet issue, so thanks for being patient with us lived through, but we made it through and had some great scoop. So,

Jenn Hernandez: [32:04](#) We will talk to you soon and thanks again, Jen. Thank you.

Alisa Conner: [32:17](#) Thanks for listening to the podcast at www.Alisaconner.com/podcast.