



# How to avoid the cheesy grin!

Tips & tricks make your photo shoot fun, authentic and successful.

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January 2017

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Do you remember as a kid how you were cajoled to smile and chant “cheese”, whenever a camera came out? Your jaw clenched, your teeth locked to a grimace, your lips stretched, your eyes popped and your cheeks hurt. “Not like that”, came the moan...No wonder you hate being in front of the camera!



Here are 4 things you can easily do to prepare for your photo shoot to avoid tapping into those childhood woes!

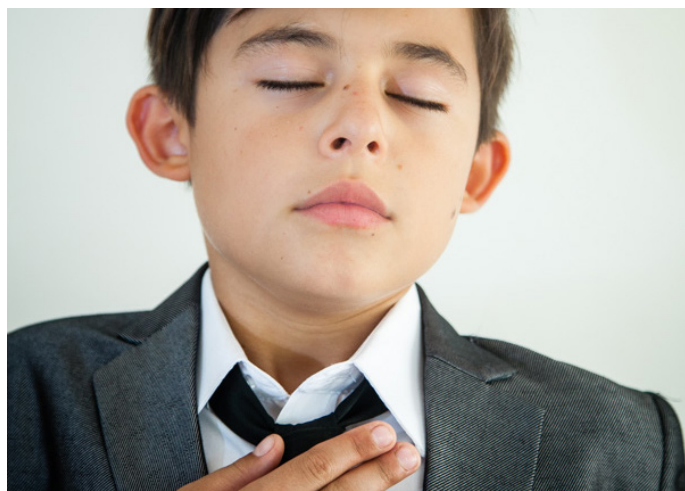
Give yourself about 20 minutes before your photographer is due. It's a little like warming up for going on stage. The best performances happen when we're prepared, right? Even if you only do one of these exercises you'll be more relaxed. They may feel strange but give yourself permission to have some fun and embrace your inner child.

## 1. BREATH

Take 2-10-minutes to relax and focus on your breathing and relaxing your mind.

Try breathing in for the count of 6 seconds, hold for 3 seconds. Breathe out for 6, hold for 3 seconds. In through your nose out through your mouth. Repeat for 10 - 20 breathes or until you notice you're more relaxed.

The app Headspace; <https://www.headspace.com>. how-it-works is perfect for a 10-minute time out routine.



## 2. FACE STRETCHING & MOVEMENT

- Do some neck rolls by rotating your head very slowly clockwise a couple of times then anti-clockwise. Move slowly & don't force or stretch.
- Face Massage; Massage your whole face by drawing slow circles with the tip of your fingers to relax the muscles of your face.
- Jump around. Shake your hands and feet for improving your circulation and loosening your muscles.
- The Lion/Mouse technique: stand in front of a mirror and stretch all your facial muscles. First stretch your mouth wide open, imitating a lion's roar and snarl. Then switch to a mouse face immediately, by scrunching your facial muscles and looking small and meek. Switching between the lion and mouse to improve circulation in your face.
- Pull your tongue out as far as you can, trying to reach your chin by pulling it down or the tip of your nose by stretching it up. Also try to reach your ears.





### 3. MIRROR TALK

Look into a mirror and imagine you're talking to your best friend. Your job is to make them feel good because they may be nervous. Tell them how great they look today. Looking in the mirror will make this more powerful. You're not allowed to say anything disparaging this is your friend and they need your support. Be a great friend, tell them anything that would help them be less nervous.

Take 1-2 minutes on this

Your photo shoot should be  
fun and painless

### 4. BE A POSER!

Give yourself permission to be playful. Stand looking into the mirror and create the following faces and matching body stances. Over acting it's OK

Thoughtful  
Happy go lucky  
Professional  
Playful  
Joyous  
Super fun  
Sexy  
Approachable  
Trustworthy  
Authoritative  
Kind



Yve Lavine is the creative director at Yve Lavine Photography. With over 10 years photographic and community education experience, Yve's expertise lies in bringing out the best in people visually and personally.

Yve is passionate about authenticity and making a positive difference to the world through personal endeavours, business and volunteering.

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