

GUIDE 04 • FREE

Five days *to see clearly*

One observation and one action a day. Five days to understand what is working against your image, and to start fixing it.

5 DAYS • 1 OBSERVATION • 1 ACTION A DAY

This guide is read over five days, not in one sitting. Each day asks for a short observation and one concrete action.

Do not skip ahead: each day prepares the next.

Coherence

Nine images, one story

A visitor does not read your posts one at a time: they see nine thumbnails at once and form an opinion in two seconds. If those nine images do not belong together, nothing sticks.

What to look at

- Open your profile and look only at the last nine thumbnails
- Count how many different lighting conditions appear
- Count how many different formats appear
- Ask yourself whether a stranger would guess this is a single account

TODAY'S ACTION

Fix three parameters, permanently

- The hour at which you shoot — one window only
- How you treat colour — one approach, not a filter per image
- The format — vertical or square, choose and stop changing
- Write these three decisions down. They are no longer up for debate.

Light

What changes everything, for free

Light makes the image; everything else is decoration. Most failed photographs fail for one reason: the wrong light, at the wrong moment.

What to look at

- Find the window that gives the best light in your space
- Note the hour at which it is at its best
- Identify the artificial lights that spoil your images
- Check whether you are mixing lights of different colours

TODAY'S ACTION

Shoot everything at the same moment

- Pick the window when your natural light is best
- Turn off ceiling lights while shooting
- Position yourself so light comes from the side, never head-on
- Take five photographs today under these conditions and compare

The gesture

Proving someone is there

Without human presence, your work looks like a catalogue. The gesture is the only shot that proves a capable person stands behind what you sell.

What to look at

- Count how many of your last twenty posts show a hand at work
- Look at whether one can tell who does the work
- Check whether your images show a finished result or a process
- Ask what a visitor actually learns about you from your profile

TODAY'S ACTION

Photograph three real gestures

- Pick three gestures you perform daily without thinking
- Frame tight on the hands and the tool; the face is not needed
- Take five versions of each; you will keep one
- The gesture must be real, never re-enacted for the camera

Rhythm

Regularity before perfection

An irregular account worries people. Someone considering working with you looks at your latest post: if it is three weeks old, the decision is already made.

What to look at

- Look at the date of your last post
- Spot any gaps longer than two weeks over the last three months
- Count your real number of posts per month
- Ask whether that rhythm is chosen or endured

TODAY'S ACTION

Choose a modest, certain rhythm

- Decide on a number of posts per week you are sure you can hold
- Two a week for a year beats six a week for a month
- Fix the days: an appointment beats improvisation
- Prepare four posts in advance this week

Distinctiveness

What makes you recognisable

If your name were removed, would people still know it was you? It is the only lasting protection against being compared on price. What sets you apart almost always comes down to very little.

What to look at

- Put your profile side by side with three competitors
- Look for what, visually, belongs only to you
- Spot a recurring object, colour or habit
- Ask an outsider what stays with them after looking

TODAY'S ACTION

Pick one element and repeat it

- Identify one thing that is yours: a material, a colour, an angle, an object
- Bring it back in one post out of three
- Hold it for three months without exception
- After three months, people will recognise you without reading your name

Five days, five decisions

You have now fixed your parameters, found your light, photographed your gestures, chosen your rhythm and identified what sets you apart.

None of this required equipment or budget. These are five decisions, taken once, that then hold on their own.

Want us to take over? The first conversation is free.

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