

Photogenics 101: The No-bullshit Photo Bible for Men.

This book is as much a practical how-to as it is a dive into the psychology of visual aesthetics. The reasons *why* people are swiping left. I'll teach you what to do with your hands, why you are smiling like the Joker, and the reason posing looks so goddamn awkward. We will break all of this down to the psychology of *Why*, and build back up with practical tips, tricks, and techniques that encompass all aspects of taking a good photo.

Photogenics 101: Sample

...continued from page 17.

In Chapter One we covered the awareness of tension and the literal location of your physical stress. Remember, photography is based entirely around non-verbal communication and your stress and tension are the biggest subconscious betrayals to the confidence and charisma you want to present. Humans are hardwired to look for signs of stress in others - appeal to the monkey brain and figure out where you are flashing signals of stress.

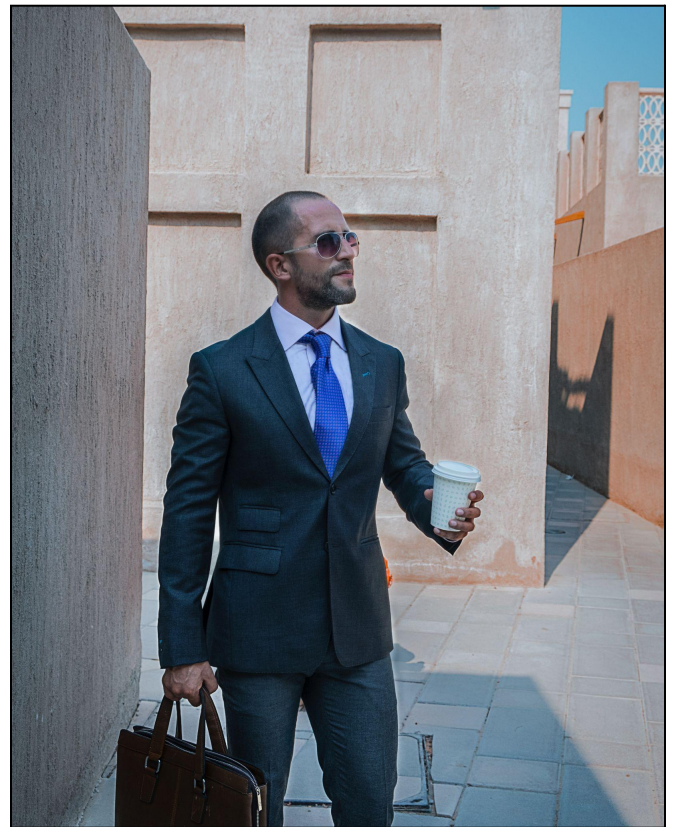
Is your brow creased? Are your shoulders hunched up to your ears? White knuckles or a tight jaw? Figure out where you hold your physical tension and be mindful of it. Practice awareness of your tension and release it to look more confident. Confidence is the sexiest trait anyone can have.

Now let's jump into *Routes* to breathe some real life into your shots and eliminate the plastic awkwardness of poses....

DYNAMIC MOTION & ROUTES

Poses Suck.... If you hold them.

Everything we have been taught about taking photos is WRONG. The classic way to take photos is “smile and say cheese!” Hold it. Hold it! Eyes are twitching. Smile starting to look like the Joker. Look at these models below from freestockphoto.com or whatever. Good looking men, but awkward as hell - these are classic plastic posed photos.



Are you feeling how frozen these photos are? Can you hear the photographer saying “ok now hold the paper and look to your left..... And YOU! Jason Statham knockoff, you stand there and hold the coffee cup.... hold it a little higher... now strangle that briefcase strap.”

AWFUL! Unnatural. Let's learn to do better.

Poses only work for the instant they are created, the longer you hold them, the more plastic they become. That's because real life doesn't pose. Real life doesn't freeze and wait for Grandma to find the shutter button. The eagle doesn't freeze frame with talons snatching the salmon while the photographer adjusts the exposure setting. Hold it. Hold it. HOOOOOLD it. Oh no, the lens cap is on. Hang on just a sec. Your face is twitching. Stop trying to freeze time - let the camera do that for you! If you ever wind up on a professional photoshoot you will see that every model has their own cadence, their own rhythm, their own dance where they flow between poses. You don't have to dance (But you can! People love unbridled, unfearing expression)- but let's pull from what professional models do **AND USE ROUTES INSTEAD OF POSES.**

ROUTES: Pick two poses and cycle between them. MOVE! The winning shot comes in the transition between poses.



Do you feel how much more alive that last photo is with the motion of Routes?

Compare that to the static man with the newspaper.



This is me...

Max Paul Taylor

5' 10" 200 lbs - one sandwich away from fat

(The shirt hides it well)

I am profoundly uncomfortable in front of the camera... but I'll practice what I preach.

Shot by a friend with zero experience as a photographer. I gave her the guide and asked her "get a little low and keep shooting!"

Look back at the 4 photo montage on the page above. Do you see what I did?

Super simple:

Pose 1: Back to the wall on a nice summer day at 7pm

Pose 2: Walk towards the camera and put the sunglasses on. Flashed a quick smile.

Took three minutes and three takes and yes a stranger gave me a quizzical look but what the hell do I care? This shot lasts forever. Do you feel the energy? The warmth? The Engagement?

Compare that back again to the two sample photos I pulled online and ask yourself which of the three men you'd rather grab a drink with.

Lean into the railing with the scenic background. Relax. Release that tension in your shoulders (brow, fingers, dick, wherever). Let it go. Look off into the horizon. Occupy some space and extend a hand along the railing (think the opposite of NYC subway etiquette. You want to manspread a bit in photos. **Men conquer.**) Occupy the space you want. It's yours. Step 2. Break the relaxation, become active. Notice the camera and take a few steps towards it. Flash a little smile. Pretend you like your photographer. Pretend harder. If your photog is snapping with half-decent composition and taking a series of photos, there is a WINNER in there guaranteed. Do this routine 3x to ensure good results and pick the best from those 15 photos.

(1) Start with a look off camera. (2) Notice the camera (3) That's it.

(4?) try that routine in reverse (5) add a third motion/pose

The winning shots come from the transition, not at either end of the pose, because that's what real life looks like. Real life moves. Try walking shots. Walk towards the camera, walk past the camera, walk through the frame. Try it all. It's digital! Often it's the picture in between the pictures that is best.

I have more examples of *Routes* later in this guide and examples of different motions and gestures to try. It's a big topic, but let's move on for now to:

Chapter III: The Secret of a Real Fake Smile.

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Stop wasting your time with bad photos! You don't need to look like Brad Pitt to get a date, but you do need to put in the work guided by the knowledge of an expert. This is not a 60 second tiktok style guide, this is not a youtube video on poses to try and mimic. This is adaptable knowledge written from the distilled truth of aesthetic appreciation by an award-winning artist and photographer. Put the work in and reap the rewards.

Ready to up your photo game?

The full guide is available for \$50

email TinderPhotographer@gmail.com

Further topics include:

- 1. Releasing Physical Tension**
- 2. Dynamic Motion & Routes**
- 3. The Secret to a REAL fake smile**
- 4. What the hell do I do with my hands?**
- 5. Gestures to Create Intrigue**
- 6. Expressing with Conviction**
- 7. The Importance of Demonstrating Physical Vulnerability**
- 8. Why you MUST accessorize (just a little)**
- 9. Tips for shooting with a Professional or a friend**
- 10. Ultimate prep checklist**