

# What Is A Personal Branding Shoot?

YOU have a logo, brand colors and a business name but something is still missing. No, it's not that detailed description of the service YOU offer or a new product. It's YOU! That's right YOU are the missing piece. As a business owner it's important that you are selling yourself, the experience that you can provide them. What is going to make working with YOU different than working with the next business?

The goal of a branding shoot is tie you and your business together in a way that connects YOU to the client. What is your niche and how can that be highlighted? Who is the client YOU want to attract and how can we find common ground with them? Are YOU a mom? An athlete? Pet Owner?

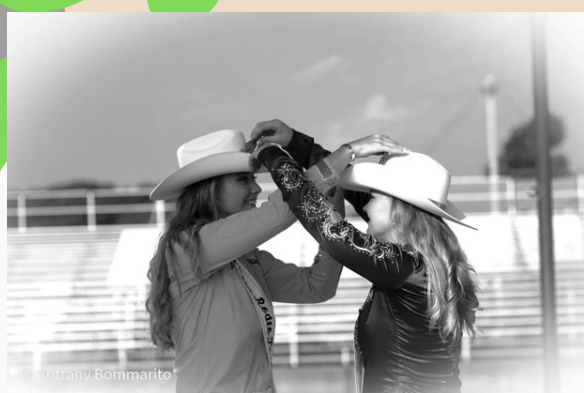
People like to work with a person not a logo! So let's give them a chance to know YOU! The more they know YOU the more trust YOU will begin to establish with clients. Show them your passions, a glimpse into your life and





# Your Brand is More Than A Logo!

Set yourself apart with Personal Brand Photography



## Locations

- \*Office
- \*home
- \*rented condo/loft/hotel
- \*Outdoors
- \*vacation or a destination



## Stories

- \*Behind the scenes
- \*Events
- \*Collaborations
- \*Team or Staff
- \*Upcoming/launch
- \*New products or services



## Wardrobe suggestions

- \*Business
- \*Casual
- \*Formal
- \*Show your comfortable/lazy side
- \*Seasonal or holiday



## Props

- \*Computer
- \*cellphone
- \*Books
- \*Coffee mugs
- \*flowers
- \*balloons
- \*candles



## Include Important people

- \*Spouse
- \*Children
- \*Friends
- \*Pets
- \*Co-workers/collaborators



## Why Personal Brand Photography?

Connect with your clients on a more personal level. You are after all the face of your business and letting people get to know you helps you find common ground. You take the mystery out of WHO they are doing business with

# Prep Questions

- 1) Describe your brand- Be specific with your words and ADJECTIVES! Is a word such as fun really what you mean or do you mean something more like thrilling?
- 2) What are your brand colors? We want to tie those into your photo shoot as well, remember we're strengthening your brand. This can be something subtle such as a scarf, head band, necklace. Or bold such as a shirt, or even pants.
- 3) What vibe do you want from your photos? Feelings, colors, textures along with poses you like. Feel free to send me examples of something you think you might like!





# Selecting Props and Wardrobe

## Clothes!

- 1) Avoid Logos unless it's your own
- 2) Patterns-Keep them subtle and only one pattern per outfit.
- 3) Consider the shape the clothes make on you. Not all clothes provide flattering shapes
- 4) Incorporate your brand colors one or two colors is fine it doesn't have to be every color of your logo
- 5) Can you move comfortably to sit or actions that you might do daily.
- 6) Make sure dresses are long enough to cover everything appropriately
- 7) Avoid overly low cut tops- again make sure everything is covered
- 8) A small heel (or larger if your comfortable) is never a bad thing
- 9) Most important is that your clothes make YOU feel confident and tie into your brand-if you would wear it to a night club it might not be the right outfit for your brand

## Props!

- 1) do you actually use it in your work environment?
- 2) don't have to be in your brands colors if they show what you do. Neutral colors are actually better for props
- 3) Subtly incorporate your logo (mugs, stationary, etc.)

