

IT'S MORE

than a

HEADSHOT

PERSONAL BRAND PHOTOGRAPHY WORKBOOK



PERSONAL BRAND PHOTOGRAPHY

Personal branding is the practice of people marketing themselves and their careers as brands. Personal branding is essentially the ongoing process of establishing an image or impression in the mind of others about an individual or company or product they are associated with.

Consumers want to do business with people they know, like and trust. So having a personal brand and having strong visuals that consistently portray your personal brand is crucial to attracting your ideal client. It's never been more important to be present online, with inspiring, professional, story telling images, that attract and encourage engagement from potential clients.

Personal brand photography is the art of using high-quality images to tell the story of your personal brand. Strong visuals will market and advertise your personal brand, will let your ideal clients come to know, like and trust you and position that you as an expert in your field.

Having a bank of strong, on brand images, that you can pull from, for your social media posts and website and for all of your marketing requirements, will not only save you time and stress, but will also help you grow a successful business.

You will feel more confident, more professional, you will have stronger and more effective online presence, you will attract your ideal clients, and essentially make more money in your business.



PERSONAL BRAND PHOTOGRAPHY

**“YOUR BRAND IS THE
SINGLE MOST
IMPORTANT INVESTMENT**

**YOU CAN MAKE
IN YOUR
BUSINESS”
Steve Forbes**



STEP 1 - WHATS YOUR STORY?

So, its time to get to work. In order for me to accurately design a shoot within which we can perfectly capture you and your brand and business, there are a few questions to answer and exercises to do.

First off, whats your story?

Have a think about the following questions and then complete the page after this with your story.

- What is your story? Who are you? What's your business?
- How have you got up to this point in your business?
- What drives you day to day?
- What is your mission for your business?
- Why do you do what you do?
- What are your core values for you and your brand ?(4-6 words)
- What fundamental beliefs do you have? What do you stand for?
- Who am I, what am I about, and what am I selling?



YOUR STORY, YOUR MISSION, YOUR VALUES

What is your story? Why you do what you do? What are your values?





STEP 2 - YOUR IDEAL CLIENT

Your next step is identifying your ideal client...

Things to think about...

S M I L E

- who are they and what do they do?
- where do they hang out?
- both online and in person?
- what pain points / problems do they have that you and your business going to solve?
- what are you going to deliver to them and how are you going to help them?
- what strap lines and calls to action will speak to them?

Use the following page to script out your ideal client ...



STEP 2 - YOUR IDEAL CLIENT

MY IDEAL CLIENT



STEP 3

YOUR BRAND VALUES

Your brand values are the words which we use to describe your personal brand and the words we want to portray in your images, either loosely or specifically.

Think about how you want your potential clients to think of you and your brand? How you want them to feel when they come into contact with any aspect of you and your personal brand, either in person or online.

For example for my Photography Success Mentoring my Brand Values are Happiness, Positivity, Inspiration and Success. I want any images that my potential clients see to always portray these words.

So write below what 3-5 words would you use to describe your personal brand? What words do we need to make sure your images portray. And tell me why you have chosen these words.

THINGS TO DO
200 Sheet Notepad
QUALITY MATERIALS / MADE TO LAST
No. FS288000



STEP 4

BRAND AND SHOOT SPECIFICS

When you think of the Brand Values you have identified , what colours come to your mind?

Do you have a Logo, Brand Colours and Fonts for your business/brand?

BRAND SHOOT SPECIFICS

We now have to decide on themes/categories for your shoot. These are themes we can shoot images for, for your online presence. It's no longer just all about your product or service or event. It's all about you, and all the categories that surround you and your brand and business. It will give you a varied bank of images that perfectly reflect your personal brand.

Here are some ideas..... look through them and then write your chosen 4-6 themes at the bottom.

Your family	What you provide for clients	Dreams and Goals
What you do	Childhood and family memories	Your Workspace
Why you do it	Your home environment	Can't live or work without
Your product or service	Holidays and Travel	Books your reading
Behind the scenes	Your outside spaces	Inspirations
You at work	Wisdom for clients	Clothes
Your tools and equipment	Facts about you	Beauty
Happy clients	Loves you have	Packaging
Routines and Rituals	i.e. your morning coffee	Films/TV you love
Self Care	Food and Drink	Hobbies



BRAND SHOOT SPECIFICS

We are nearly there...this is getting exciting!!

So just a few more questions....keeping all of your brand values, colours, and themes in mind...

- What two locations would you like us to use for your Personal Brand Photography session?

- Where will you be using the images that we produce from your session? Facebook? Instagram? Your website?



SUMMARY

BRAND SHOOT SPECIFICS

So in summary...

Your title is....

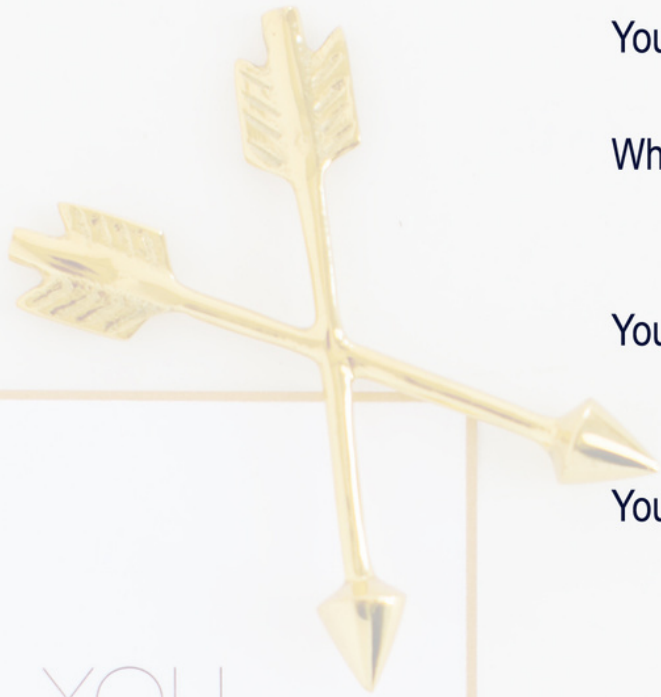
Who you help and how you help them...

Your Brand Values are.....

Your Brand Colours are.....

Your themes are.....

Your two locations are.....



YOU
GOT
THIS



WELL DONE!

SEE YOU AT

YOUR PERSONAL BRAND PHOTOGRAPHY SESSION

DATE AND TIME.....





SOCIAL MEDIA ENGAGEMENT IDEAS



Use this page to brainstorm social media and marketing content ideas throughout our journey together