

GUIDE BOOK

# Personal Brand Photography







# 01 What is your *Story*?

What do you want your customers to know about you and how do you want to come across to them? Maybe you have already written all the content for your website, but you need images to go with it. Your brand identity is the framework of everything that you communicate to your customers and tells the story of you, your product and your journey.

That, in essence, is Personal Brand photography, a visual representation of what your brand identity is all about. It can elevate your brand so that your online presence reflects you and your business. The more honest and authentic your images, the better first impression your customers will have. The key is building an audience and a connection with your customers.



# 02 What are you *Selling*?

We often buy things using the emotional part of our brain, so we need to tap into that and start *selling from the heart*. If you are passionate about your brand, being honest and authentic will appeal to your clients and will encourage a long and meaningful relationship.

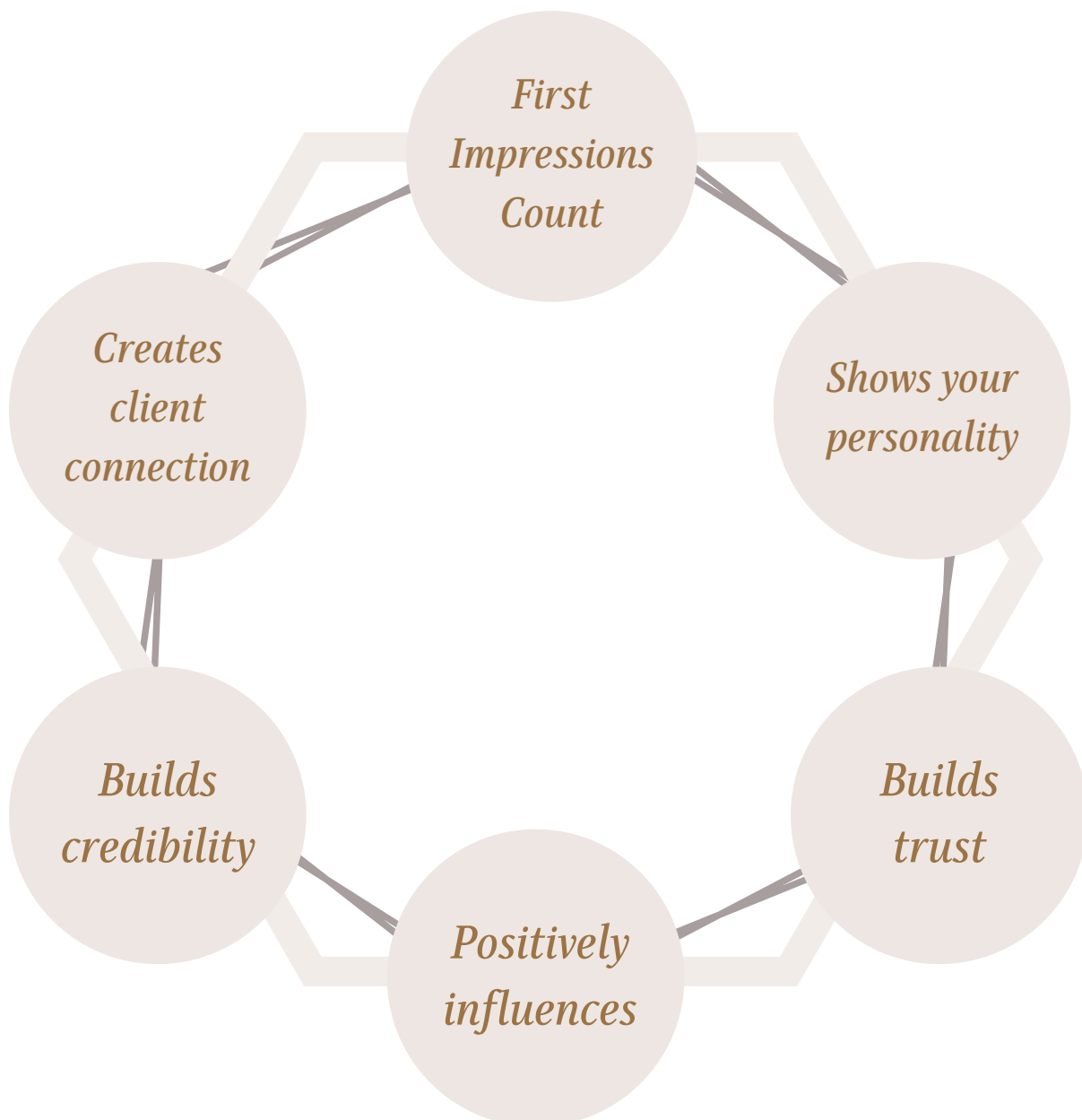
Think about what it is that you are selling? Who are you selling it to? and How will the client benefit from buying your products or services?

Define your products and services, and then create a Vision Board (a collection of images and statements) either as a hard copy or using Pinterest, to help us understand how you want your brand to be visually represented. From there you can develop your brand values; what do you believe in and what do you stand for?



## 03 What are the *Benefits*?

Once you have understood your own story and defined your brand values, you can start looking at your brand personality and how the choice of your visuals will impact how your client sees you. You need to build a personal connection with each of your clients, the photographs will help you show your authentic self and allow your brand personality to shine through.





# 04 How to *Prepare?*

Being prepared for your photo shoot is essential to get the best results.

Create a list of images you need and the formats, so should they all be square, portrait orientation or landscape? Should they be colour or B&W? Should they have space around for words and speech bubbles?

Think about where you want the photographs taken. Do we need written authorisation to use that space? Is it indoor or outdoor? Is there anything at location that might impact the shoot both positive and negative?

Make sure you know what outfits and styling you want on the day, and have all props ready. Do we need to source anything in advance?





# Three easy steps to prepare for great Personal Brand Photography...



## Step 1

Know your brand story and core values, who you are and why your clients should want to work with you and/or buy your products.



## Step 2

Know what you are selling and understand your clients. Create a vision board of your brand to help you visualise your brand identity.



## Step 3

Prepare for the photo shoot by creating a list of image requirements, shoot locations, outfits, styling and props.



# Three different packages for your Personal Brand Photography...

## Events & Retreats

A great way to document your event, capturing behind the scenes photographs of individuals and the event itself.

### PRICES

Based on hourly rate of first hour £145, each hour thereafter £80. Prices exclude travel costs, but include all images.

Half Day rates (4 hours) £425

Full Day rates (8 hours) £695

## Headshots

Simple or Creative headshots outdoor or at location, just let me know what you need.

### OPTIONS

20 mins £75, max 2 images

60 mins £145, max 15 images

## Personal Brand

Creating an authentic portfolio of photographs that represent you and your brand in an authentic and honest way. This is more involved as we will need to discuss your needs, location and possible shoot scenarios. Prices include all images.

### PRICES

Min. booking is 2 hours £225

Half Day rates (4 hours) £425

Full Day rates (8 hours) £695





BOOK ME FOR YOUR  
NEXT SHOOT

# Personal Brand Photography

Defining your visual voice

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