



Planning Your Perfect **Personal Branding Photoshoot!**

TINATAKEMYPHOTO.COM

What Is Personal Branding Photography?

Personal Branding Photography provides imagery for entrepreneurs to elevate their brand, tell their story and connect with their audience to ultimately grow their business. These photos will showcase your unique personality and can be used in a variety of ways throughout your website, social media and marketing platforms. It's all about capturing your brand story. You will end up building a diverse library of images to pull from whenever you need.

As an entrepreneurs or business professional, I know you are busy. There is a never ending to-do list of things that can be tough to prioritize. Photography is one huge thing that I can cross off your list. Don't bother with a DIY - you want this done right. Let's work together to add that extra "oomph" into your marketing. Current and potential customers want to know the face behind the brand now more than ever. This gives you the opportunity to truly tell your story and better connect with your audience.

My love for collaborating with other business owners and the ability to provide a way to help grow their business is a passion of mine that I'm excited to share with you.



Personal Brand Story Worksheet

Before you can start planning your branding shoot, you must develop your Personal Brand Story. This story helps you better connect with your audience and showcase what makes your business unique beyond what you sell.

BRAINSTORM:

Who you are (beyond your job title, who are you at the core of your heart?)

What you do (Beyond your actual service, what is the experience you provide?)

Why you do it (What's your mission, why do you wake up and work?)

Who do you do it for? (Who is your ideal/perfect client?)

Your unique value proposition (What makes your business unique or different?)

Setting Your Intention

How do you want these photos to grow your business?

- Brand Awareness
- Showcase Products and Services
- Grow your community
- Convert visitors into customers
- Inspire Audience
- Educate Audience
- Connect with major brands
- Other _____

What type of feel do you want your photos to have?

- Fun/Playful
- Professional/Serious
- Classy
- Inviting
- Relaxed/Casual
- Earthy
- Calming
- Other _____

List any requirements you need for specific image placements.
(ex: new homepage header image with white space on the left for text)

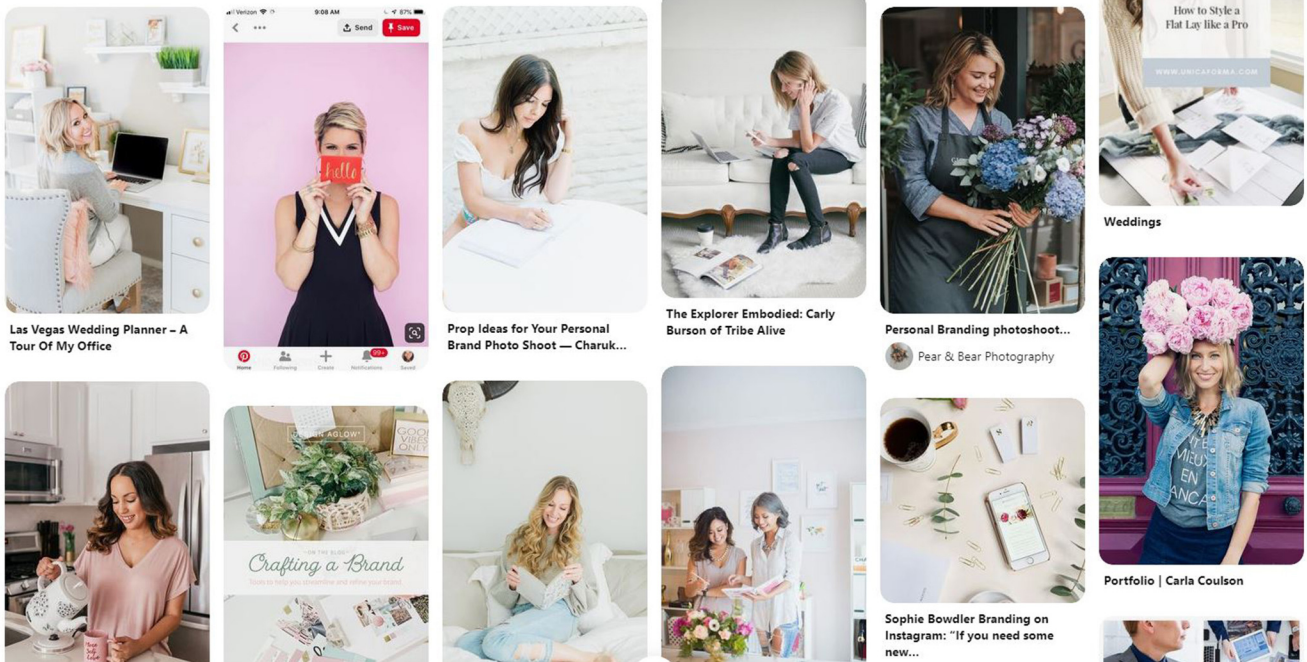
Elaborate on what you hope to achieve by doing a personal branding shot.

Creating Your Mood Board

A great way to plan your shoot (and share the vision with your photographer) is to use Pinterest. The best way to design a mood board is choose photos based on expressing a similar emotion. And if they have specific poses, composition or elements that you like. Try to keep the board streamlined and narrowed down to 15-30 pins.

Describe what you like about each photo in the captions. This way your photographer will know why you pinned each item and can better prepare for the shots you desire. A few ideas to look for and comment on: Poses, Locations, Colors, Props, Clothing, Expression. This will be a huge help for both of you.

Bonus tip: Seek inspiration outside of your industry to set yourself apart. The key is to not plan to replicate the image exactly, but to use the board as overall inspiration to create your own custom brand images.



Choosing Your Locations

Location, location, location! Choosing a location for your photo shoot is important because it will set the tone for your session and impact the look and feel of your images. Choose locations that are on-brand for your business and don't be afraid to look for new places that have an atmosphere that can up level your brand.

** For half day shoots, we'll likely shoot in 1-3 different locations. For 1 Hour shoots or less, we will use 1 location where we will utilize multiple areas within that space.*

Outdoor Location Ideas:

- Town Centers
- Streets with colorful walls and doors
- Gardens
- Beach/River/Lake
- Parks
- Your Neighborhood
- Farmers Market
- Boats

Indoor Location Ideas:

- Home Office/Studio Space
- Parts of your home (kitchen, living room, etc)
- Coffee Shop/Cafe
- Bookstore
- Co-working space
- Clubhouse or apartment complex
- Rent an Airbnb
- A borrowed space

*Note about indoor locations: Check to ensure the lighting will work well for photographs. Though your photographer can bring lights, window and natural light is typically ideal. So seek out locations with large windows if possible.

BRAINSTORM:

What locations are on brand for you? What type of locations do you enjoy working from? What do you like about these environments? What's important to you about the feel, style, vibe?

Choosing Your Outfits

What you wear in your photos is a reflection of your brand and overall business, so dress accordingly. Your attire should compliment your vibe and give a powerful first impression.

Tips for choosing outfits:

- Choose 2-3 outfits for the shoot. A great place to start is one that represents a professional look (work) and one that represents a lifestyle look (casual).
- Choose on-brand colors and clothes that represent your personality and best self.
- Avoid wearing overwhelming or distracting patterns (unless that is a big part of your brand!) Simple options with accessories are always a safe bet.
- Layer. Throw on a sweater, cardigan, blazer. Be bold with accessories, necklaces, shoes, etc. And make your outfits your own.
- Avoid wearing horizontal stripes, as they can distort when the photo is minimized and create a look of extra width in your figure.
- If you wear glasses, choose non-reflective lenses or coating to avoid glare.
- TRY ON ALL of your outfits in a mirror. Move and walk in them. Make sure you look and feel completely comfortable in what you are wearing.

BRAINSTORM:

What signature pieces do you have in your closet that you can wear? You don't need to go on a shopping spree but if you've been wanting to buy a new outfit, feel free to use this as the perfect opportunity!

Photo Checklist

□ *Headshots*

A quality photo of you smiling at the camera. Take some of just your gorgeous face, half body and full body.

□ *Lifestyle*

Show off that personality. Laughing and smiling, sitting on a couch, standing, walking, leaning, sipping coffee, reading, etc. Whatever makes you feel like you and feel comfortable.

□ *Inspiration*

Photos of what inspires you (a location, resource, books, magazines, person, animal, etc)

□ *Workspace*

Your audience wants to see WHERE the action happens! Your desk, bed, couch, kitchen, full office space, studio, anywhere you work!

□ *Creative Process*

HOW do you get your work done? On your computer, writing ideas on a white-board, organizing materials, etc.

□ *Tools of your trade*

What are your go-to supplies? Camera, paint brushes, planner, writing utensils, makeup brushes, cake pans, power tools, etc.

□ *Props*

Show off some fun props! Welcome guides, gift boxes, mugs, anything with your brand colors!

□ *Uniqueness*

What makes you different and interesting? What hobbies or activities do you enjoy? Do you play a sport, rollerblade, fly planes, collect anything cool, have a hidden talent, etc.?

□ *Seasonal*

Get new photos at the start of each season to help fill in the blanks. Beach items for summer, ornaments for Christmas, fall items, etc. Great for product lines and changing out your outfits!)

Packing List

Outfits:

Jewelry & Accessories:

Props:

Props Inspiration!

Props both add to storytelling in your images, as well as give you something to do with your hands! They can also serve well as custom stock photography and work great for headers!



Happy Planning!



I hope this guide was helpful.

Please email me with any questions, comments or just to say hello!

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