



# PERSONAL BRANDING

SESSION PREP GUIDE

# WELCOME!

*Hi I'm Amy*

I believe your personality and brand should be clearly expressed and showcased in order to attract your ideal clients. I'll be working with you to ensure that you're comfortable and confident before you ever stand in front of my camera. We'll work together to prepare and plan for your session. My goal is to create the personal branding session both you and your business will love and benefit from!



*Say hello*

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## WHAT IS PERSONAL BRANDING PHOTOGRAPHY?

Personal brand photography is a tool for entrepreneurs and business owners. Personal brands build around individuals rather than products, and therefore always have unique traits. The photography captures these traits so they can be shown to others, usually through social media or promotional materials. Personal brand photography is a showcase and an opportunity.

## WHAT TO EXPECT WITH A BRANDING SESSION

### Before

Once you've confirmed your session, we'll also book a discovery call to go over ideas and materials. This call lets us plan how best to highlight your brand in photos, along with all the details. I'll also check in with you via email or text to ensure everything goes smoothly.

### During

The session will focus on activities you do every day in your business. You'll do these actions a few times for the perfect result. There will likely be outfit changes, providing that's in our plan. Of course, the session isn't set in stone, and we may make minor adjustments as creative juices flow.

### After

You will be able to choose the images you'd like about 1-2 weeks after your shoot. Once you select your images, I will give each image a final retouch (a little extra love!) to make sure that they are polished and ready to share!



## 5 REASONS TO HAVE A PERSONAL BRANDING SESSION

- Professional, quality photos
- Builds trust and credibility
- Creates memorable first impressions
- Skyrockets your marketing materials game
- Self-investments build business momentum



## HOW TO USE THESE PHOTOS IN YOUR BUSINESS

- In social media posts, especially the visual platforms
- On printed materials like brochures
- For bio and profile pictures, especially on guest posts and for speaking engagements
- All over your website
- As part of your email signature

## HOW TO USE PERSONAL BRANDING PHOTOS TO SHOWCASE SKILLS

Skills sound like they're hard to showcase, especially in the age of photoshop. However, a good personal branding photographer can help solve the problem with some psychology, props, and vision.

For example, a writer likely spends most of their time tapping away on a computer. However, a few pen flourishes and some real paper can add an element to the shoot. If the writer is captured in action with the pen, it's even more indicative of what that person does.

This planning is why the consultation session is so important. Not only will I be gaining an understanding of your brand, but also an understanding of your skills. Then we can showcase them during your session, and the resulting photos will speak for themselves.



# INVESTING IN YOURSELF AND YOUR BRAND



Personal brands center around you as an individual and your specific vibe. How each person expresses their brand is unique, from color schemes to vocal tones. Personal brand photography sets out to capture these perfectly.

Personal brand photography can happen anywhere related to a brand, from restaurants to homes. We'll work the best backdrops for your specific brand during your consultation, along with the best props to bring along.

The value you get from a personal brand photography session is not entirely quantifiable. You can use them in everything from social media to brochures, and you'll know they represent the values, ideals, and vibe you want all the time. That kind of peace of mind is hard to come by.

## CLOTHING TIPS

Clothing is an extension of personality, just like your personal brand is. Fashion uses the body as a canvas you design on. Your personal branding photo session combines your brand and style, so what you wear needs to represent both. Below are the top five tips for choosing clothes for your photo session.

1. Pick things you would wear to work. After all, these photos are going to be part of your personal brand and should reflect your everyday business style.
2. Use a few different outfits. These outfits can differentiate your photos for various purposes. For example, the most professional shots might be taken in a neutral outfit, while the fun ones might be in your brand colors.
3. Accessorize. The little details matter in professional photographs. These details include belts, shoes, ties, scarves, cuff links, necklaces, bracelets, earrings, rings, etc., depending on your outfit selections.
4. Test drive your outfits. Try on your outfits to see how they feel, especially as you move. You can always change it up if one doesn't work for you.
5. Contact me. I'm here to help! You can always email or text me with photos of things you're considering or to ask for advice. I've been doing personal brand photography for years, so together, we can find flattering looks for you.



# SESSION PREP SCHEDULE

## Planning Ahead

Once you start thinking about a personal branding session, it's a good idea to start collecting ideas. Whether you prefer to cut out of magazines, start a Pinterest board, or write a list, these choices help us do the personal branding photography session of your dreams. You can look for poses, clothes, hair, props, and more to express your brand.

## One Month Before

This time is the brainstorming part, so you're going to focus on your brand. You'll take all the things that make your brand unique and write them down. During this period, we can set up a discovery call to discuss your brand, outfits, and more before your shoot. I will send along a helpful questionnaire that will guide you in thinking about what your needs and goals for the shoot are.

## One Week Before

This period is where the physical preparations start. You should have a list of all the outfits, accessories, and props you want to use during your shoot. It's time to start moving them all into a specific area, so when your shoot comes, you're ready to roll. We'll also be texting or emailing to confirm the final details.

## Two Days Before

Now is the time to double-check your clothes. Make sure they've been laundered and pressed recently per their care instructions. Place them in a garment bag to prevent wrinkles. Additionally, place your shoes in a separate container, so there's no risk of dirt on your clothes. Accessories and props also need to be stored, so they don't tangle.

## The Night Before

At this point, you'll need to triple-check your list of items to bring. I recommend only checking something off if it's packed up already. Make sure you get a good night's sleep, so you look your best for the photos.

## The Morning Of

If applicable, you'll see the hair and makeup artists first. They should have supplied a rough time estimate, so make sure you stick to the schedule. Then, I'll meet you at your chosen location, and we'll do your branding photoshoot. It's all smooth sailing from there.



# PERSONAL BRANDING FAQ

I'm really nervous. Is that normal?

Being nervous is normal for personal branding shoots, especially right before the shoot itself. In fact, I'd say it's rarer for people not to be worried. You'll get in the swing of the shoot after the first couple minutes, and then all anyone will see is confidence.

How do I know what looks flattering?

We'll discuss outfits as part of your consultation before the session so that you both look good and embody your brand. Additionally, I have a bag of tricks to flatter anyone, and you don't have to pick photos you don't feel good about in the end.

I want to use these pictures for my business. Do I have to do something special?

Nope, your photo session includes a standard business license. You can use these photos wherever you like for your business. I just request you not resell your photos.

Can I bring more than one outfit?

Absolutely, I encourage you to plan at least three outfits. This number gives you a variety of final photos to choose from.

What types of pictures will I receive from my branding session?

You'll receive pictures highlighting your skills, brand, and style from this photo-shoot. We will make sure to get a beautiful headshot and then also show you doing the things you do in your business so that potential clients can envision themselves working with you!

Where will we shoot?

We can discuss what makes the most sense for your business and brand. Your office, your home or just a unique location can all be the backdrop for your shoot!





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