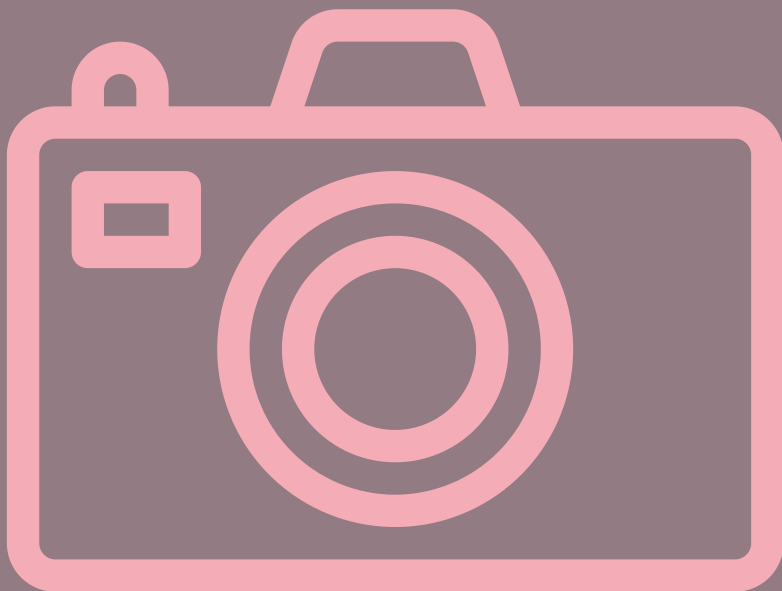


10 TYPES OF BRANDING PHOTOS

MAKE YOUR BRAND BEAUTIFUL



1



PROFESSIONAL HEADSHOT

One of the most important Personal Branding photos you need is a professional-looking headshot. Whether with a Studio backdrop or a very simple plain background, this is the image you will use across your social media account profiles like LinkedIn, Facebook, and Instagram.

A simple background is needed so that your portrait will read clearly in the smaller size that is presented on those social media sites and won't distract or confuse people looking at your account profile.

A professional headshot is the #1 must-have for entrepreneurs and small business owners, which is why it's so important to plan for it during your Personal Branding session.

2



LIFESTYLE HEADSHOT

Once you have the professional headshot, you will also need more casual lifestyle portraits that are more candid but still professional in quality. These images are perfect for communicating with your social network and allowing your audience to get to know you.

You can also use these shots throughout your website to add a personal touch, show your personality, and create instant connection with potential clients.

3



BEHIND THE SCENES PHOTO

Behind the scenes images show off what happens to create the product or service you're selling (whether that's online or in person).

This can include brainstorming, planning, writing, drawing, gathering materials, setting up equipment, and all the steps that go into creating the product.

These images are the perfect way to illustrate what makes your products special and different from the rest because a potential client simply might not realize how much work goes into making the product or service they are buying.

4



WORKING WITH CLIENTS PHOTO

If your business involves interacting with clients - whether on the phone, Zoom, or in person - you definitely need images that show what that looks like.

For most people, having a visual representation of this client interaction looks like will allow them to make the purchase with confidence and reassurance.

Seeing how you operate with your customers alleviates any hesitation they might have, which is why these types of images are so important.

The best way to plan for these is to invite past clients, friends, or even family members to participate in your session to replicate the specific scenarios that would show potential customers what it's like to work with you.

5



FAMILY, PARTNER & FRIENDS PHOTO

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6



WORKING ON LAPTOP PHOTO

If you work on a laptop or mostly on your phone, it's important to capture images that show exactly what that actually looks like.

These types of photos allow you to share what you're working on with your audience with an appropriate image to go along with your story.

These are also great to use in presentations to give a little behind the scenes look at what your professional life looks like.

7



PERSONALITY OR HOBBY PHOTO

The biggest thing most people miss is capturing images that show off their personality and interests. Hobbies are some of the most important activities in our life and create instant connection with people to share the same interests.

And while we might want to focus only on business-related imagery, showcasing some of the personal-life interests is one of the best ways to set yourself apart.

Whether that's walking your dog, reading, making cocktails, listening to podcasts, getting ice cream with your kids, or gardening... planning for these types of portraits is often one of the "stories" you can focus on because it's always so important to infuse a bit of your personal self into these sessions, too.

8

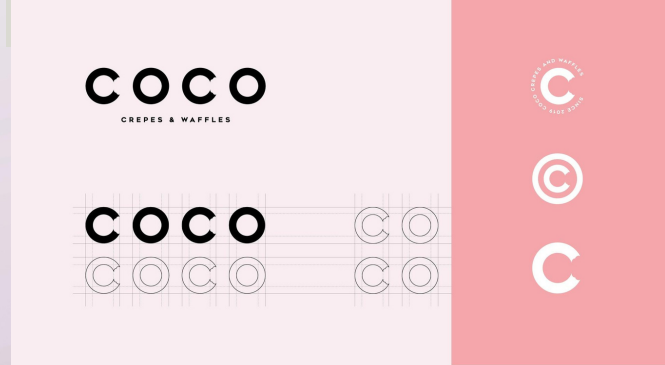


INTERIOR OR EXTERIOR PHOTO

Showing off your desk, interior and exterior of a business/store, or simply where you spend most of your time is a great way to provide more context about yourself or your business.

Simply put, people want to know what to expect. And if they're planning a visit to your coffee shop or to meet in your office, they want to know what to anticipate when they get there.

9



LOGO & BRANDING PHOTO

Most businesses have a logo and if you have branded cups, bags, tags, or anything else with your logo on it, it's always useful to have imagery that shows off that branding. Not only does this reinforce your company in a potential customer's mind, but it also creates credibility for anyone looking at your website or social media feed.

Especially if you've invested money in creating the logo branding, why not show it off?

10



PRODUCT OR 3D BOX PHOTO

If you sell physical products (or even if they're digital only), it's always of great benefit to have professional photographs of them.

Not only can you use these images on your website to sell items online, but you can also post them on Instagram and Facebook to drive sales.

One of the biggest advantages of including products is that it instantly increases the visual value of your offer.

10 TYPES OF BRANDING PHOTOS

Learn how to plan your course launch

