



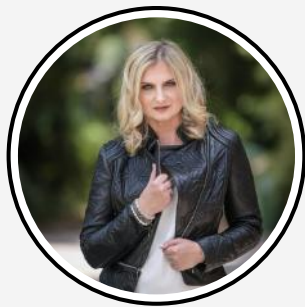
50 POWER MOVES

**FOR MAKING MONEY
WITH YOUR BRAND
PHOTOS**



SHAYNA HARDY
PHOTOGRAPHY

SHAYNAHARDY.COM



1. PROFILE PHOTOS

TIP: Change your profile photo once a quarter to get more eyes on your profile - especially in Facebook & Linked In.

More eyes on you = more opportunity for people to notice and you & your work.



READY TO OPEN THE DOOR?

We help business leaders turn up the volume on their visibility so they become industry icons that everyone wants to buy from.



CANDVCREATIVE.COM



Rebecca Klein, Communications Chiropractor

· 1st

We curate strategies to boost communication skills through interactive keynotes, group workshops and private coaching. A blend of laughter & serious learning = lasting results.

Baltimore, Maryland, United States · [Contact info](#)

30,317 followers · [500+ connections](#)



TALLsmall Productions, LLC.



Brandeis University

2. COVER PHOTO

A well-designed cover photo can showcase your brand's personality, highlight promotions or key services, and build trust by creating a professional look. An eye-catching cover can make a lasting impression and encourage engagement.

3. ABOUT PAGE

Team member photos reinforce your brand's personality and values, helping visitors see the real people behind the work. Plus, professional and cohesive images enhance credibility, showing that you invest in quality and take your business seriously.



Michelle Vigliarolo

Michelle has been a licensed cosmetologist since 2008 out of New York. She specializes in Blondes, Brides, Extensions & Advanced Cutting Techniques. Michelle is Curly Girl Certified through OUIDAD & advanced in all smoothing treatments. She has owned salons & has ran teams. She is excited to share her beauty & business knowledge (as well as her story) in her current era of her career behind the chair at S Charles Beauty Co. She's excited to welcome you in her chair as a client or a student!



Book



Jazmine Prado

Jazmine is a senior cosmetologist with more than a decade behind the chair. Our jack of all trades, she doesn't like to say she specializes in any one thing and loves the variety. From balayage to fun vibrant colors to intricate haircuts she's well versed in all of them, and has taken the classes to successfully back them up! And she's more than happy to pass that knowledge on to you to help attain your goals at home.



Book

4. EMAIL SIGNATURE

The best type of photo for an email signature is a high-quality, well-lit headshot where you appear confident, friendly, and approachable. It should align with your brand—polished but natural, avoiding overly casual or overly formal styles that don't match your industry or personality.





77%

**CONSUMERS PREFER BRANDS
THEY FOLLOW ON SOCIALS**

86%

**SHOPPERS PREFER AUTHENTIC
BRAND PERSONALITY ON SOCIALS**

**How are you showing up on social
media to showcase your personality?**

@SHAHYNAHARDY

5. INFOGRAPHIC

People connect more with faces than with abstract visuals, so incorporating a personal image can increase engagement and credibility. It also helps reinforce your brand identity, making the infographic feel unique and personalized rather than generic.

6. SOCIAL MEDIA GRAPHICS

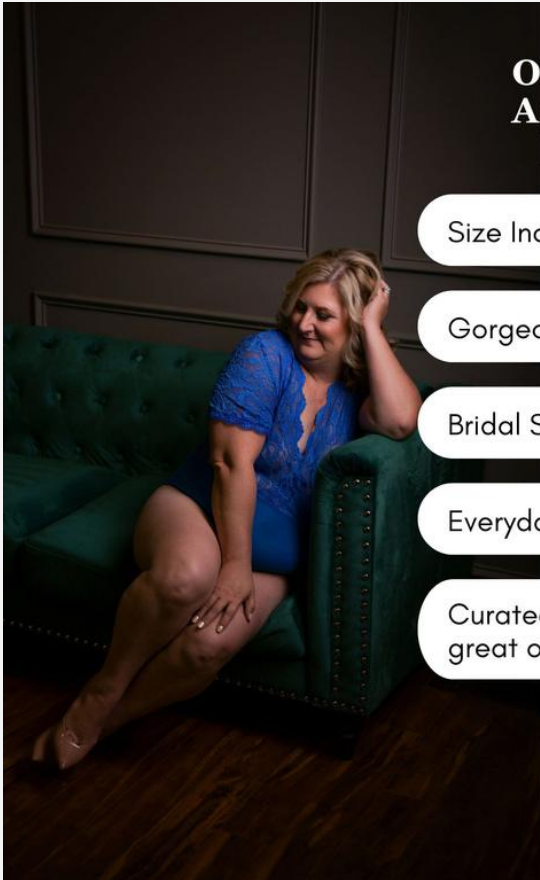
Instead of relying solely on stock images, featuring yourself builds trust, reinforces your brand identity, and helps your audience connect with you on a personal level. Plus, it ensures consistency across platforms, making your brand more memorable and impactful.





7. SOCIAL MEDIA POSTS

People connect with faces, and when they see you, they're more likely to engage and remember your brand. Build your know, like and trust factor with your audience.



Our Curated Amazon List Includes:

- Size Inclusive Options
- Gorgeous Maternity Outfits
- Bridal Sets
- Everyday Lingerie for Home
- Curated favorites that look great on camera.

8. LEAD MAGNETS / POP-UPS



— GET ON THE LIST

Get the latest updates about my book.

First Name

Email Address

[Subscribe](#)

BUILT WITH  ConvertKit



9. TEAM PAGE

People want to see the faces behind the business—they feel more comfortable working with real individuals rather than an anonymous company.

A well-done team photo reinforces your brand's personality, values, and professionalism, making your business more relatable and approachable.

Plus, it helps create a cohesive and polished online presence that strengthens credibility and engagement.



10. SALES PROMOTIONS

Using personalized photos during a sales promotion makes your offer feel more genuine and engaging, helping to build trust and connection with your audience. Instead of generic stock images, featuring yourself or your team adds authenticity, reinforces your brand identity, and makes your promotion stand out. People are more likely to engage with and remember a promotion that feels personal and relatable.

11. QUOTES

**Feel the fear and
do it anyways =
*confidence***



@shaynahardy



12. EVENT PHOTOS

Event photos showcase real interactions and community, making your brand feel more authentic and inviting. Behind-the-scenes and candid shots also create a sense of FOMO (fear of missing out), encouraging more people to attend future events and engage with your brand. Plus, they give you fresh content that keeps your social media active and relevant.





13. JOB DUTIES

- Photos help humanize the team, allowing visitors to put faces to names and create a sense of connection.
- Photos enhance transparency, making it easier for clients or colleagues to understand each person's role and who to reach out to for specific needs.
- Plus, photos break up text-heavy content, improving readability and making the website more visually appealing.



14. WHAT DO YOU VALUE

- Sharing your values, personality, and hobbies on social media and your website helps build trust and connection with your audience.
- It allows people to see the real person behind the brand, making you more relatable and memorable. When potential clients or followers resonate with your interests and values, they feel a stronger connection, which fosters loyalty and engagement.



15. HOBBIES

Sharing your hobbies helps showcase your personality, making you more relatable and memorable to your audience. It creates deeper connections by highlighting your interests beyond business, allowing potential clients or followers to see the real, multifaceted person behind the brand. Plus, it reinforces authenticity and can attract like-minded people who resonate with your passions.





16. HAPPY



17. THOUGHTFUL



18. POWERFUL



19. PLAYFUL



20. POINTING



21. CONFIDENT



22. STYLISH



23. SERIOUS



24. SERENE

Sharing a wide variety of photos showcasing your personality helps:

Builds Authenticity – Shows different sides of your personality makes you relatable and helps your audience connect with the real you. **Boosts Engagement & Shares** – Posts that showcase personality often get more likes, comments, and shares because they feel personal and unique.



25. COMPUTER

Overly graphics or specific web pages to share where you want visitors to visit.



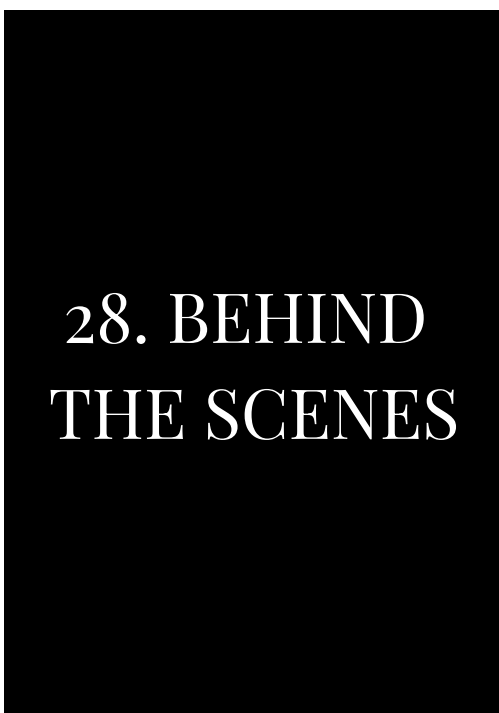
26. MOBILE

Share where visitors can click on their phone to go to a website / landing page or how to connect easily with you.



27. TABLET

Tablets are also a great tool that many use and want to include that too.





29. TESTIMONIAL



Shayna is wonderful! I was nervous to update my headshots after many years but she made me feel so comfortable posing and really captured different parts of my personality.

It felt like an authentic representation of me and helped me get my dream job!

Every time she has photographed me, it is such an easy process and the results are amazing!

REBECCA



The Best Part

“



DOREEN



The Shayna Hardy Photography experience is a MUST for all women professionals! Her personal engagement helped me determine how I wanted to represent myself in the pictures, and her written preparation made the process very easy. I was very nervous the day of my appointment. Shayna calmed my nerves and brought out the best in me which was reflected in the photos - they were all gorgeous! My Shayna Hardy experience made me look beautiful on the outside and feel empowered on the inside!

”



30. CUSTOM SWAG



31. THANK YOU CARDS



32. PRINT MATERIALS



Let's hop on a call to see if financial coaching is a good fit for you!

- ✓ Have you been pulling your hair out trying to do a better job of managing your finances?
- ✓ Do you have debt that just won't go away, despite your repeated efforts?
- ✓ Are you making good money but losing sleep wondering where it's all going?
- ✓ You're smart and extremely capable, why is this area of life SO FREAKING HARD?!!

It's not you, I promise. It's your system and mindset, and we'll address both.

33. LANDING PAGES

Featuring your own photos on your landing page immediately humanizes your brand and sets a welcoming tone. Instead of relying on generic imagery, your personal photos emphasize authenticity, allowing visitors to connect with the real person behind the business.

This unique touch not only differentiates your site but also reinforces your brand identity, encouraging deeper engagement and trust right from the start.

34. IMPORTANT PEOPLE & PETS





35. SPEAKER EVENTS

Provide photos for speaker bios. You can have a variety of photos for different speaker opportunities - casual or business formal.

Bring Amy to your next event.

Amy Scott teaches people a better way to budget – so they
feel confident and in control of their finances.

BOOK AMY TO SPEAK

 SEE AMY IN ACTION

Or email Amy directly at amy@amyscottcoaching.com.



36. SPEAKER PAGE

Including personal photos on your speaker bio page adds a human touch that helps audiences connect with you before you even step on stage.

It enhances credibility and trust, allowing potential event organizers and attendees to see the real person behind the expertise. Additionally, a well-crafted image reinforces your brand, making your profile memorable and inviting for future speaking engagements.

37. PODCAST GUEST / HOST



The Entrepreneur Evolution

Annette Walter

▶ Latest Episode

1d ago: 387. Episode #194: The \$100M Journey with John St. Pierre: On today's episode of the Entrepreneur Evolution Podcast, we are joined **MORE**

LET'S CONNECT

I WANT TO GET TO KNOW YOU, LET'S
CONNECT AND GET STARTED TOGETHER.



I understand you're feeling nervous, but I'm here to help you every step of the way! So send me a message, and let's start planning your confidence boosting [boudoir](#) experience.

First Name *

Last Name *

Phone *

I agree by providing your phone number to receive text messages from Shayna Hardy Photography and to the terms & conditions and privacy policy linked below. Message & data rates may apply. Message frequency varies. You can reply STOP to unsubscribe at any time. *

☐ I AGREE

Email *

Which type of portrait session would you like? *

What are you most excited about for your session? *

Where Did You Find Us? *

Captcha

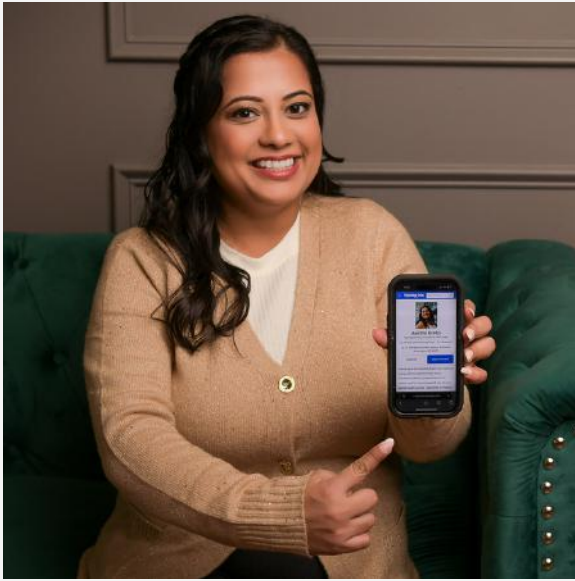
☐ I'm not a robot



SUBMIT

38. CONTACT PAGE

Including a photo on your contact page helps create a personal connection and builds trust. When visitors see who they're communicating with, it makes interactions feel more approachable.



39. SPECIAL OFFER



40. TIPS / INFO



41. WORKSPACE / OFFICE



42. TEAM BEHIND THE SCENES

Sharing behind-the-scenes photos of your team on social media or your website adds a layer of transparency to your brand. It humanizes your business by showcasing the people and culture behind your products or services, inviting your audience to feel a personal connection.

This glimpse into your daily operations can build trust, foster engagement, and even inspire loyalty among your customers.

43. SOLVE PROBLEMS

Share how you can solve their problems. Share the process and what you do to help them. Behind of scenes of you working makes it more real on how they can be your clients or customers.



44. REPLACE STOCK IMAGES



45. GET TO KNOW ME

Share about you on socials,
website, newsletters,
articles... all the places.

Let people get to know you
and what makes you unique.



46. CAMPAIGNS



47. PAID ADS



48. PRODUCTS

Don't forget about your products / services that you want to highlight.

Showcasing them in your website and social media helps future customers and clients get a closer look into what you create and offer for them.





49. BUSINESS CARDS

How many times have you walked away from a networking event or a meeting and forgot the face & name? Never again! Leave a lasting impression by having your photo on your business card so they will never forget you!

50. EVENT PROMOTIONS



Get your ticket:



Women's SELF-DEFENSE CLASS with Unboxed Fitness

Be Seen Event hosted by:
Shayna Hardy Photography

Thursday, August 5th - 6:30pm

Tickets in link - \$25

PREVIEW of From Shame to Seen

Learn how to take off shoes of shame and
embrace being seen - you deserve this!

Co-Hosts: Shayna Hardy + Amy Taylor

RSVP TODAY!

shaynahardy.com/shametoseen

