

Personal BRANDING

BY STUDIO SERENDIPITY PHOTOGRAPHY



IT'S MORE
than a
HEADSHOT

COVER SHOT:
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WELCOME

Personal brand photography is the art of using high-quality images to tell the story of your brand. Using photos to market and advertise your brand not only positions you as an expert in your field but it gives your clients and audience a more authentic brand experience. Whether you're a coach, online entrepreneur, influencer or speaker, beautiful, professional photography can really take your branding to the next level.

WHY PERSONAL BRANDING?

- **TRUST** - People purchase from who they know and trust. 90% trust messages from an individual they know while only 33% of buyers trust messages from a brand according to a Nielsen Consumer Survey.
- **AUTHENTICITY** - When revealing yourself, people can relate. They feel a connection. Values, beliefs, goals and purposes are communicated.
- **CREDIBILITY** - It's how you present yourself offline and online. Your brand is built around you. You build confidence in yourself when you display your strengths and positive qualities.
- **CONSISTENCY** - More than just fancy business cards with pretty fonts and sporadic selfies and stock photos. You need to have a consistent look that is personal.
- **FOCUS** - Having a personal brand helps you to stay focused on what your main goal is, what you do best, who you are and your special talents.

We would love the opportunity to assist you with your personal brand photography by offering you a professional, customized photo session that brings every aspect of your brand to life. Not only will we help you create a visual version of your branding message but we'll also create a photo experience that will leave you feeling great. Your brand photography will draw clients in and give them a reason to choose you.

We look forward to working with you
and bringing your vision to life.





Headshots vs. Personal Branding



HOW A PERSONAL BRANDING SESSION IS DIFFERENT THAN A HEADSHOT SESSION

Personal branding photography is a relatively new aspect of visual branding, with savvy business owners jumping on board to take their branding to the next level. A personal branding photography session differs from a typical headshot/portrait session in several ways. With headshots, the focus is simply you, usually shot from the waist up. Headshots are incorporated into personal branding sessions, but we don't stop there. We delve deep into not just who you are visually, but telling the story of what you do and why you do it via detail shots, lifestyle shots, photos of you in action, you with your products, etc. The possibilities are endless and each session is customized to best reflect the type of business you run and the message you wish to convey about your brand through images.

IS A PERSONAL BRANDING SESSION RIGHT FOR YOU?

These sessions are more customized than a headshot session, so there are lots of factors to consider including the location(s), outfits, branding colors your brand messaging, etc. Therefore, our pre-shoot experience will be more involved and in depth in the pre-planning stages. We help you decide how to best translate your brand into images that you can use on social media, your website and in advertising. Each brand is different and each session is personalized.

These sessions also differ from our regular sessions in that we include the digital files. You will end up investing more into this type of session than you would with a headshot session, simply because you're getting a wider variety of images, and more time spent with planning, consulting, and finally, shooting. With these images the end goal is to help you be more profitable in your business, so think of these images as a true investment in your brand.

We are happy to set up customer recurring packages based on what you need for your business.

HOW DO YOU KNOW IF YOU NEED A PERSONAL BRANDING SESSION?

You should consider a personal branding session:

- *If you own any kind of business.*
- *If you are the face of your brand and it is important for people to connect with you.*
- *If you wish to take your business to the next level by stepping up your visual branding.*
- *If you want your ads to look fresh, polished and professional.*



HOW WE WORK

THE BRAINSTORMING SESSION

After paying your deposit, we will meet together preferably in person or by conference call to begin brainstorming ideas. The photos from your personal branding session are very multi-purpose. They can be used for your website, promotional materials, blogs, ads, social media, headers, banners and more. That's why planning and analyzing is so important. Knowing where and how you want to use your images will help us understand whether you'll require vertical, horizontal or square images for instagram. If you will want to use text across any of your images, please let us know so that we can plan the image backgrounds accordingly

YOUR BRAND DESCRIPTION

We ask that you come up with a brief but detailed description of your brand and what it stands for so that we can find ways to bring this across in your images. If there are specific colors that you would like to incorporate, please let us know.

BOOKING YOUR PHOTO SESSION

It's always best to book your photo session in advance, especially if you are working towards a specific deadline. It's also important to take the time required for photo selection and editing into account when booking your personal branding session.

Our goal is to paint the perfect picture of what it is you do, and what sets you apart from your competition. These images will provide an important glimpse into what it would be like to work with you.



PRIOR TO YOUR SESSION

Confirm any hair and makeup appointments and confirm the address one week prior to your session. If you will be coloring your hair, this is the time to do it. The day before your session we ask that you prepare your outfits, ensuring that they're steamed, pressed and on hangers. If you want to look great in your photos, make sure you are well hydrated on the day prior and be sure to go to bed early so you will look and feel well rested.

THE DAY OF THE SESSION

Now it's all about relaxing and enjoying the experience. We will direct you on how to pose and ensure that you get the best possible shots. We'll take a mix of lifestyle images and headshots to give your audience a better view of what you do on a daily basis. We'll also take some behind the scenes shots for a more personal view of what it's like to work with you and your personal life if desired. This can include employees, family, friends and clients!

EDITING

After the shoot we will spend time sorting through all of the photos, deleting any photos that didn't work out. Once we've done this we will send you the proofs to review. The proofs will not have been fully edited so these won't be the final images. We will get rid of any small imperfections and ensure that the color looks amazing. If there you have any specific editing requests, please let us know.

SELECTING YOUR IMAGES

While our packages do come with a specific number of images, there is always the option to purchase additional shots if you would like to use extra photos. It's best to choose a good mix of images so that you have a little bit of everything available to you. We are always happy to assist you with this process if need be.

CHOOSING A LOCATION

Before you start considering locations for your session, take the time to think about what your average day looks like.

Remember that you want to give potential clients and audience a look at a day in your life so your photos need to tell that story. You may even find that you don't need to look very hard or far for the perfect location either as your office or backyard might be all you need. Using props to bring your workspace to life is a simple way to create a great setting for your shoot. Consider some of the coffee shops, hotels, studios or co-working spaces in your area for ideas. Always opt for a location with as much natural light as possible as this makes for the best shots.



5 WAYS TO USE PROPS IN YOUR PHOTOS

1. Props can be used to bring in your brand colors. Cushions or pillows on a couch or different color files, notebooks or pens are just some examples of how you can incorporate pops of color. If you're incorporating any electronics such as your phone or laptop, you could get a cover that matches your brand as a way to feature your brand colors.
2. Props can be used to help personalize your photos. Incorporate items that help showcase what you do during the day. A funky planning board is a good example.
3. Props can also be used to create a connection with a potential client. Showcasing certain books on your desk or coffee table featuring titles that resonate with your audience is one such prop idea.
4. Add a few personal touches to your workspace to give clients an idea of what you're all about. Flowers, a camera or a passport (if you love to travel) could work really well for this.
5. Detail shots such as a close up of your hands typing on your laptop or of your coffee mug next to your laptop are also some popular prop ideas.



WHAT TO WEAR: CHOOSING THE PERFECT OUTFIT

Your outfit will make a huge difference to your photos so choose something that suits your personality and your brand. There is no need to spend a fortune on clothes either. Make sure your clothes suit your body type and fit well. Simpler is better but feel free to add a pop of color to add some personality and flair. Keep your skin tone and hair in mind when choosing an outfit as contrasting colors make for some of the best photos. Want to see what you might look like in photos in a certain outfit? Take a few selfies to decide what works and what doesn't.

TIPS FOR THE LADIES

- Avoid baggy clothing.
- Wear colors or prints that reflect you and your style and personality.
- Stay away from clothing with logos and wording.
- Choose the right undergarments.

TIPS FOR THE MEN

- Avoid wearing any items with logos or wording unless it's part of your branding.
- If you are wearing a suit, it should be tailored.
- Your shirt should be fitting. Clothing that's too big adds weight so opt go for something that's slightly smaller to avoid the sloppy look.
- A tie isn't always necessary but bring one along anyway.
- Ensure that your undershirt is not visible.

HAIR & MAKEUP

If you really want to make your photos stand out, we suggest you have a professional assist you with your hair and makeup. Opt for a hairstyle that adds body and volume to your hair. Extensions can be used if necessary or desired. We have stylists that we can refer you to.

PRICING

THE KICK START SINGLE SESSIONS - STARTING AT \$950 PER SESSION

These packages are for those unsure of committing to recurring sessions or need a refresher for social media and marketing. The 1st package includes 1 story, 1-2 hours shooting time with 30 images. Other single session packages include 3 stories with 60 images and 5 stories with 90 images. All packages give you unlimited commercial usage! A questionnaire is included with these sessions.

RECURRING 4 X A YEAR SESSIONS STARTING AT \$1300 PER SESSION

This package includes 3 stories, 60 images or \$328 a month after initial first session payment of \$1200.

Savings of \$800 if paid in full before first session.

WHAT IS INCLUDED:

- Work as a team to create a personal and customized plan including different stories at specific locations.
- A story building consultation so we can communicate to your clients the best message.
- Allowing you have more control of scheduling and free time so you always have a steady stream of photos.
- Advice on wardrobe and styling.
- Professional advice and guidance for natural and posed shots during the session.
- 4 quarterly sessions throughout the year at your choice of locations.
- 7 day delivery of session photos.
- Unlimited crops and sizes for social media. Requests must be made at photo selection.
- Post consultation on ideas of how to use the photos.
- Monthly payments available.
- Unlimited commercial license usage rights!



COMMON Q&A'S

Q. I hate taking photos of myself. I'm not photogenic and I don't know how to pose. How will you get good photos of me?

A. I hear this all the time and that's why I am here! Everyone is photogenic with the right guidance. We will have fun which will create the natural photos and I will guide you with the posed photos. I have suggestions for hair and makeup before the session which I highly recommend as well as clothing ideas. I do light editing to polish up the photos.

Q. I don't have time every day to post the photos to social media. How can I get this done?

A. I agree it takes time to post the photos but if you plan a day to go through the photos and schedule the postings with the captions then you are all set! I will give you tips on how to manage this. I also have social media managers that can help you.

Q. Why would I want to do recurring photo sessions?

A. Seasons change, businesses change. You may have an upcoming event or new interest that you would like to include. Just think of how things have changed over the past year! New clients, employees, family members, the options are endless! Recurring sessions also allow me to get to know you better which makes each session easier to capture.

Q. What is a commercial license usage?

A. Commercial usage means you can do anything you want with the photos except claim as the originator or enter in a contest. You can change the coloring, crop the images, add graphics and use them for any promotional items such as books, mugs, advertising etc. Portrait photographers typically don't allow for the changing of their photos as it is their style.

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