



# CREATING YOUR ESSENTIAL MARKETING & BRANDING IDENTITY



Welcome Magazine

*Allison English Watkins  
Master Photographer, Craftsman, Certified Professional Photographer,  
International Photographic Juror, Camera Craftsman of America*

1. WHAT PROBLEM DO YOU UNIQUELY SOLVE?
2. WHAT ARE YOUR CORE VALUES?
3. WHAT IS THE PROCESS TO DO BUSINESS WITH YOU?
4. WHAT DO YOU SELL?
5. TYPE UP YOUR "FREQUENTLY ASKED QUESTIONS".
6. CREATE EDUCATIONAL TOOLS TO HELP YOUR CLIENTS.  
(WHAT TO WEAR- SUCCESS TIPS- VENDOR RESOURCES, ETC)
7. GATHER IMAGES OF FINISHED INSTALLS  
(CREATE A GALLERY OF IMAGES SHOWING WHAT OTHER CLIENTS HAVE PURCHASED)
8. GIVE CLIENTS INVESTMENT EXPOSURE
9. CLIENT TESTIMONIALS
10. WHAT DO YOU GUARANTEE?

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# DO-IT-YOURSELF WEBSITE MAKEOVER

Home Contact Info Portfolio Galleries

English  
PHOTOGRAPHY  
YOUR FAMILY AS FINE ART

PARK CITY, UT'S FINEST FAMILY PHOTOGRAPHER  
Specializing In Bringing Your Family Together

High School Seniors Weddings Proofing



**THE IMPORTANCE OF DISPLAYING FAMILY PORTRAITS**

"If you want to change the world, get home and love your family." -Mother Teresa

I am passionate about family portraits because I truly believe they can change the world. The mental health of our youth is under attack due to the omnipresence of social media. Our kids are trying to feel seen in a social media world that is intended for short term reaction, making family portraits in the home is one of the best antidotes to being unseen these days. I hear when kids walk in their homes and see a beautifully displayed portrait of themselves it saturates their subconscious with the message that they are loved and their presence matters. Creating a home environment that makes our children feel safe, loved and valued is really what matters. A family portrait is a home that can reflect the love that grows inside. The love we have for our families takes up the biggest part of our heart and needs to be reflected on our walls for everyone to enjoy.

Schedule Now

"There is only one thing more precious than our time and that's who we spend it on."

Schedule Now

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1. WEBSITE LOAD SPEED

2. MOBILE FRIENDLY

3. WHAT IS THE FIRST TEXT GOOGLE CAN READ

4. HOW FAST CAN A CLIENT FIND YOUR  
NAME, CITY, STATE, PHONE NUMBER?

5. MAIN MENU = 7 BUTTONS

6. HOW QUICKLY CAN YOU VISUALLY SHOW  
YOU ARE DIFFERENT THAN YOUR COMPETITION

6. CALL TO ACTION BUTTONS

7. GALLERIES 30 IMAGES

8. FILE NAMES OF ALL IMAGES = GOOGLE SEARCHES  
(EXAMPLE: PARK\_CITY\_FAMILY\_PICTURES)

9. BLOG = INCREASED SEARCH ABILITY

10. YOUR WEBSITE IS ALIVE & ALWAYS BEING CHANGED