

39 Must Have Images for Every *Creative* Business



A SWIPE FILE TO JUMPSTART “YOUR STOCK” PHOTO VAULT

Quality images in your business is an important part of your marketing plan.

Having great images of you and your workspace helps connect you to your followers and creates a connection that will pull people back to want to work with you. But what type of images do you need to have in “YourStock” photo vault?

Use this checklist to inspire the images for your website, blog, ads and social media.

Photos of You

- Classic head and shoulders headshot of you smiling and looking at the camera*
- Vertical Full body image of you in your work environment*
- Horizontal Full body image of you in your work environment Horizontal waist up*
- Image with white space on the side. For example, you are in the left side of the frame, and the right side is empty and available to add text.*
 - You looking at the camera smiling and any other expressions you may use to convey the feeling about whatever you may have in the text to the side.*
 - You not looking at camera - looking away, drinking coffee, working etc.*
- Professional attire*
- Casual attire / relaxed (behind the scenes type of feel)*
- Think about your brand and create images that connect with the brand story you tell. Are you fun and goofy, then show photos of you being fun and goofy. If you are serious and put together, show photos that show you professional and trustworthy. It's dependent on your brand as to what you want to convey, but make sure your photos show your authenticity!*

The Team

- Individual headshots of the team (on similar background showing you are a team). Smiling, head & shoulders image looking at the camera*
- Group photo of the entire team together.*
- You working and engaging with your team*
- Conversational images*
- Laughing/happy with your team (shows you like each other)*

Your Shop or Workspace

- Overall view of your workspace (set the scene)
- Close up view of your desk / work area
- Flat lay images including some of the props you use for work. This could just be your computer and a notepad, or maybe you are a florist, and your clippers and flowers are in the photos
- Slice of life details that can be used in social media, i.e., close up of people doing work , farther back of people working (all smiles or pleasant looks on their faces)
- Get all options in Square for IG, horizontal for FB and your website options, and vertical for Pinterest. If you can get the images all similarly set up in each of those frames,

Details of your work

- Close up of your hands working on your product
Image of you doing your service
- Photos of your gear/props/products
- Every type of detail you can imagine, in square, vertical and horizontal
- Think of the things you use in your business that can tell a story about how you work and have photos with those items to show behind the scenes
- Images with lots of white (blank) space are great for using text on them (i.e. pinterest graphics)

Products

- Flat lays of your product
- Product groupings that you could sell together
- Close up details of specific details of products

Styled "YourStock" Images

- Coffee cup in your hands
- Booze of choice in your hands, or on a table
- Close up of your hands typing on a keyboard
- Taking a selfie
- Hands holding your phone looking at something
- images that make you think of goal setting
- A todo list with items crossed out
- Think about sales you may run through different seasons and what types of images you can use for those ads

Inspirational Images

- Your favorite place to go and dream up ideas
- Your favorite place to relax
- Images that inspire you
- Think about parts of your life that are part of your brand, so you can share more of who you are. Like are your dogs a love of yours and you find yourself talking about them in your social media, then have some stellar images of your dogs. (exchange dogs for anything that you are passionate about)

These are ideas that are meant to spark ideas for you

Think about your industry, what are people curious about. What may seem normal things for you may be interesting and unique to your ideal client.

The more images you have in the "YourStock" photo vault., the more options you'll have to share, share and share.

'YourStock' photos can really bring your ads, blog posts and content to life

You'll find that you have a select 15-20 favorite images that you will find yourself using repeatedly. Don't be worried about that. While the images may feel repetitive to you, your clients and potential clients will feel your authenticity and trust worthiness the more they see the same imagery.

If you are looking for a branding photographer to work together with on your branding photos, I'd be very happy to start a conversation about how I can help.

Reach out at
www.ridgewayportraitdesign.com

