

The background of the entire page is a close-up photograph of eucalyptus leaves. The leaves are a silvery-green color with prominent veins, and some show signs of being dried or pressed. They are arranged in a natural, overlapping pattern across the frame.

Be the Face of Your Brand

WORKBOOK



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This workbook is designed to help you get clear on what you want to convey in your images (and visual identity), and give you a place to gather your ideas about the perfect personal branding shoot for you.



What is Personal Branding Photography?

Your personal brand is the impression that people get about you. It is the feeling that people get when they see you and the kinds of things they might say about you to other people.

People want to work with someone they know, like and trust. They want to feel a connection with you. So having a personal brand and strong visuals that consistently portray what you are all about is crucial to attracting your ideal client. It's never been more important to be present online, with inspiring, professional, story-telling images, that attract and encourage engagement from potential clients.

Personal brand photography is the art of using high-quality images to tell the story of your personal brand. Strong visuals will market and advertise you, let your ideal clients come to know, like and trust you and position you as an expert in your field.

Having a bank of striking, on-brand images that you can pull from for your social media posts and website and for all of your marketing requirements, will not only save you time and stress, but will also help you to grow a successful business.

You will feel more confident, more professional, you will have a stronger and more effective online presence, you will attract your ideal clients, increase your income and essentially have more of the impact that you desire!



To be in business
today, our most
important job is to be
head marketer for the
brand called You."

Tom Peters

Stage 1 - Your Story So Far



How have you got to where you are today?



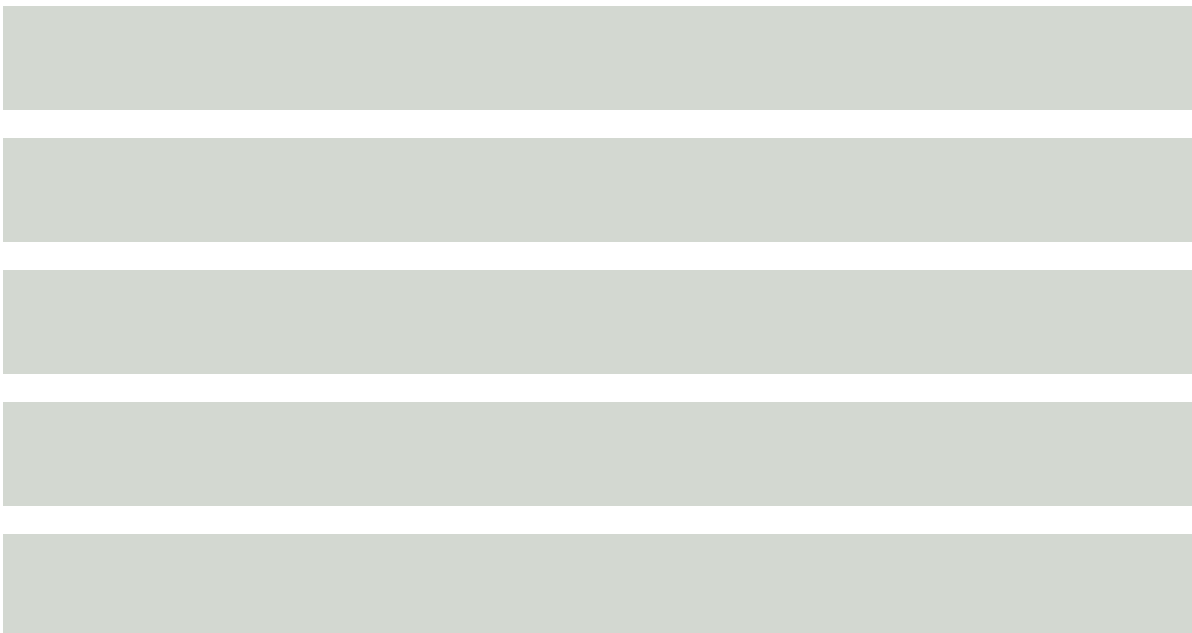
Why do you do what you do? Why does it matter?

About you

What drives you day to day? What are your fundamental beliefs? What do you stand for?

What are your core personal values?

Choose 4/5 words or phrases which sum up everything that you feel is most important

The form consists of five horizontal grey bars stacked vertically, providing space for the user to write their answers to the questions above.

What is your mission in your business and in life?
What, in an ideal world, would you love to achieve?

What makes you the perfect person to make this happen? What is unique and special about you and your offering?

Stage 2 - Who do you help?

Your next step is identifying your ideal client – the people that you can help, and the people you want to help....

Things to think about....

- who do you most want to help and what do they do?
- where do they hang out? (both online and in person)
- what pain points / problems do they have that you and your business is going to solve?
- what are you going to deliver to them and how are you going to help them?
- what strap lines and calls to action will speak to them?

Tell me as much as you can about the people you want to help.

My Ideal Client...

Stage 3 - Your Brand

How do you want your potential clients to think of you and your brand?
How do you want them to feel when they come into contact with any aspect of you and your personal brand, either in person or online?

What kind of things would you want your customers to say about you and what you offer them?



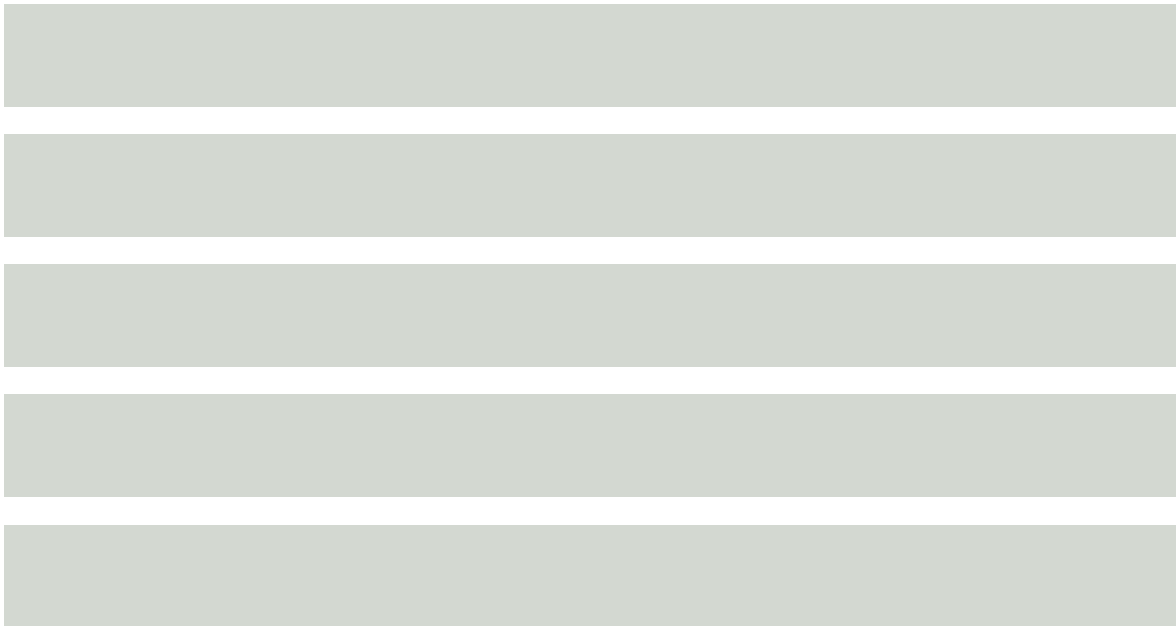
Describe how you want people to view you and your business

Your Brand Values

Now, based on the above, identify 3-5 words or sentences that you would use to describe your brand?

For example my brand values are 'supportive and empowering' (confidence building), 'ethical' (doing business in a fair and socially & environmentally conscious way), 'genuine and honest' (being myself and creating meaningful relationships with my clients). I want any images that my potential clients see to always portray these values.

I understand that sometimes single words aren't clear enough, so please expand on what you mean a little, as I have, if you need to, so that the messages you want to convey are clear.

The form consists of five horizontal grey bars stacked vertically, providing space for the user to write their brand values. Each bar is a solid light grey rectangle.

The Details

What is your Brand Personality? Imagine your brand is a person - what is that person like?

(Usually primarily your own personality traits, e.g. friendly, caring, bubbly, honest, etc)

When you think of the Brand Values and Personality you have identified, what colours and themes come to your mind?

For example, my colours are sage greens, teal and mustard. Teal and mustard because they are rich, warm autumnal colours that I love, and greens because I love nature and they are calming and gentle. I also use natural foliage motifs in my branding for the same reasons.

Stage 4 - Your Photography

Themes

There are lots of different themes that you might want to explore in your images to capture the various aspects of your life and work.

It's all about you, the elements of your personality that make you who you are, and the different parts of your business. This will give you a varied bank of images that perfectly reflect your personal brand.



HERE ARE SOME IDEAS

But you may well think of others



What you do

You at work

Your workspace

Why you do it

Hobbies

Your product
or service

Your passions

Your home
environment

Behind the
scenes

The Details,
e.g. packaging,
journals

Dreams and Goals

Happy Clients

Inspirations

Loves you have,
e.g. your
morning coffee

Self care

Your outside spaces

Your background
and memories

Your tools
and
equipment

Family

Books you value

Routines and rituals

Pets

What you provide
for clients

Designing Your Shoot

This is where you can get down to the detail of how your own personal branding portfolio would look. Have a think about all of these questions, and jot down your thoughts.

Themes

Having looked at the theme ideas on the previous page, and considering what you would like to convey in your shoot, what themes would help you to show who you are and help you to connect with the people you want to reach?

Locations

Where will represent you best? Where do you love to be?

Props

What can you not work without? What will help your images to represent your personality?

Clothes

What kind of clothing and outfits will work to show the different sides of your personality and your work? (Keep your brand colours and themes in mind when you are making your selections so that your images have a consistent look and feel)

Image requirements

Consider all of the places where you would like to use your images? Facebook? Instagram? Your website? Blog? Email marketing? (This can influence the style and variety and shape of images you need)



And relax...

That's it. Well done!

You are well on your way to designing a
branding photoshoot that is completely
unique to you!