



# YOUR BRAND

IT'S TIME TO STOP HIDING , LET'S BE VISIBLE





# Hello and welcome



I help small business owners like you to bring your brand and business to life – so that potential customers feel excited to work with you!

Whether you're based in Gloucestershire, Bristol or beyond, I want your fantastic business to stand out and make a glowing first impression.

And in the crowded online world, where everyone (including your competitors) has sparkling social media and wonderful websites, it has never been more important to put your best pics forward.

So, congratulations on deciding to add value to your amazing business.

*Kathryn xx*

**you only get 0.05 seconds  
to make a first  
impression online**

**MAKE IT COUNT.**



# WHAT IS BRANDING PHOTOGRAPHY?

Brand photography is a collection of professional and customised images that represent the essence of your brand.

It communicates who you are, what you do, how it feels to work with you and what differentiates you.

Brand photography share your personality, your process and your core message. Think of these images as a visual journey that helps your clients to understand you and your business.







## **We will work together to make your brand instantly recognisable.**

We'll create quality, eye-catching images that your potential clients will notice and remember.

And yes, that's even if you're not yet sure what your brand is or what type of photos you need to best express it.

And even if you don't really like being in front of the camera and you feel a bit shy about it. (Most of my clients feel exactly the same! You're in great company.)









PEOPLE DO BUSINESS WITH PEOPLE,  
SO IT'S TIME TO  
SHOW UP AND BE  
THE FACE OF YOUR  
BRAND.

# WHY YOU NEED BRAND PHOTOGRAPHY



## CONNECT WITH YOUR AUDIENCE

We live in a visual world where content is king!

Storytelling images allow us to breathe life and personality into our brand.

As we share our story (and it only needs to be what you are comfortable with), our audience starts to know, like and trust us.



# WHY YOU NEED BRAND PHOTOGRAPHY



## STAND OUT

We live in a noisy (and curious) world where we are being bombarded with messages and distractions.

Professional images help us to get noticed, grab our audiences attention, and make our brands memorable.





# WHY YOU NEED BRAND PHOTOGRAPHY



## ELEVATE YOUR EXPERT STATUS

We live in a competitive world where our industries are saturated.

Great images can position you as the authority or go-to expert in your market.

Take that step to view yourself as an expert, and others will too.



# WHY YOU NEED BRAND PHOTOGRAPHY



## SHARE YOUR DEPTH

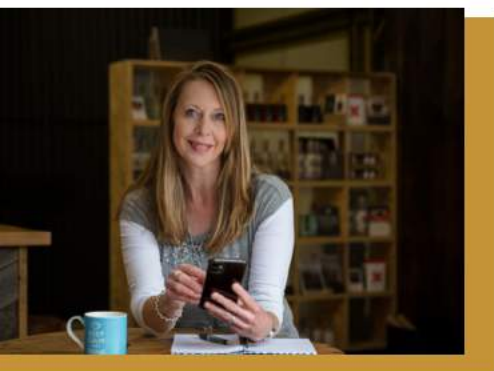
Your brand is more than a pretty headshot.

Share the foundation of your brand, your process, your personality and your experience through visuals.

This meaningful reveal will start to attract your dream clients and inspire them to work with you.



# WHEN YOU START USING PROFESSIONAL IMAGES MORE CONSISTENTLY ...



You'll feel so much more confident about your business! (Like when you put on your best dress or suit.)



Before you know it, you'll be attracting more customers too – because consistent, professional images build trust. So potential clients will be more likely to put their faith in you.



Of course when that happens, your investment in professional branding photography will pay for itself!



# WHERE TO USE YOUR IMAGES...



**YOUR WEBSITE**



**LAUNCHES**



**MARKETING MATERIAL**



**NEWSLETTERS**

**ONLINE COURSES**



**SOCIAL MEDIA**



**SIGNATURES**







# THE PACKAGES

## HEADSHOTS/MINI BRANDING SESSION

When you have a great headshot which you use consistently across your online spaces, your business becomes instantly familiar. After all, you are the friendly face behind your brand – and people want to buy from YOU!

So let's work together to achieve those fantastic headshots – that will make you want to shout about your business.

This package includes:

- A 45-minute photo session
- 5 professionally edited hi-res image files to use and keep

**PRICE £150**



# THE PACKAGES

## PERSONAL BRANDING SESSION

These branding photo sessions are always so much fun, and you come away with a library of gorgeous images that perfectly reflect you and your brand.

Whether you're a service-based or a product-based business, we will find the perfect location and get busy creating beautiful and impactful images that will attract your perfect clients.

This package includes:

- A friendly consultation (possibly over tea and cake!) where we chat through what you do, how and where you plan to use your photos – and together we plan your branding photoshoot.
- A 2-3 hour photo session where we capture a series of headshots, together with images of you working, the tools of your trade, etc.
- A collection of 45 gorgeous, professionally edited digital hi-res images ready for you to use on your website, your social media and for other PR and marketing purposes. Your gallery will include around 90 professionally edited images where you will have the option to purchase any additional images.

**PRICE £695**

# YOUR BRAND MEMBERSHIP

If you need to showcase your brand, products or services with beautiful, up-to-date images on an ongoing basis, my membership could be exactly your thing!

With this option you can easily spread the cost of your brand photoshoots – and save money in the long run.

We'll focus on building a unique library of relevant, authentic images that show your customers who you are and what your business is all about.



# YOUR BRAND MEMBERSHIP

**BRAND PHOTOGRAPHS BRING YOU AND YOUR BRAND TO LIFE – AND THEY MAKE POTENTIAL CUSTOMERS KEEN TO WORK WITH YOU OR BUY YOUR BEAUTIFUL PRODUCTS**

So let's help you to build a brand that stands out from the crowd, with inspiring images that jump off the page.

Each of our sessions can be used to capture your own unique library from headshots, photographs while you work, your products ... or whatever you decide.

## **HERE'S WHAT YOUR BRAND MEMBERSHIP INCLUDES:**

- A relaxed pre-session consultation, to make sure we get the very best from your photoshoot
- A full personal branding session - to help get you started! This session includes 45 professionally edited images
- A 1.5 hour branding session including 20 professionally edited images
- A mini branding/headshot session with 5 professionally edited images
- Unlimited access to your own online private gallery

**PRICE £1050 saving £170!**

**PAYABLE IN 3 INSTALMENTS**



# YOUR BRAND SESSION



Let's chat



Plan



Shoot!



Back up of images



Editing



Online Gallery



Select your Favourites



Use!



**“I can't recommend Kathryn enough. I hate having my photo taken but she made the experience fun and personal. I loved having a library of images to choose from and the photography was brilliant quality. I feel confident advertising my brand with her images to add a bespoke professional edge.”**





# IDEAS FOR SOCIAL MEDIA





PHOTOGRAPHY  
kathryn  
goddard



BLUBBY



FRIENDLY



PATIENT

CALM



CARING



WARM

FUNNY



COLOURFUL



NATURAL

[www.kathryngoddardphotography.co.uk](http://www.kathryngoddardphotography.co.uk)

[hello@kathryngoddardphotography.co.uk](mailto:hello@kathryngoddardphotography.co.uk)

07816 477243