



# PERSONAL BRAND CLUB

Frequently  
Asked  
Questions

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.....MORE THAN A HEADSHOT

BRAND PHOTOGRAPHY  
SUZANNE KENTISH

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# THE PERSONAL BRAND CLUB IS FOR YOU IF YOU WOULD LIKE:

- To build a library of unique, engaging photographs to use for your website and social media
- A continually refreshed and up-to-date collection of brand content to keep your audience interested
- A portfolio of seasonal and varied images which reflect you and your business as it grows and changes
- Professional branding photos, but can't stretch to a full day shoot just yet
- A chance to network and share the experience with other likeminded businesses.

You are the face of your business, and a collection of professional, authentic images will really make you stand out from the crowd.

BOOK NOW

GET THE DATES IN YOUR DIARY

LOOK FORWARD TO BUILDING YOUR BRAND WITH THE  
PERSONAL BRAND CLUB.





# HOW DOES PERSONAL BRAND CLUB WORK?

**Every other month** you get a photoshoot at a new location (all locations will be in or around Northampton, or the surrounding countryside) with a specific backdrop to ensure you can raise your personal visibility across social media or your website.

The photoshoots take place midweek, every other month\*. After the shoot you'll get your choice of 5 edited images\*\* in a high-resolution format and web ready, downloadable and ready to use straight away. So that's six photoshoots in one year and 30 high resolution (web ready versions) edited images!

You'll share your photoshoot with up to four other business owners, which means you'll get moral support from the other people – and it's a fantastic networking opportunity!

\*Contract is for six photoshoots in one year.

\*\*Option to purchase more images after each photoshoot.

# HOW MANY PHOTOS WILL I GET TO CHOOSE FROM?

After each photoshoot, you will be able to choose and download **five photos** from an online gallery of at least 30+ images. We often get many more than that.

You have the option to purchase more at an additional cost either individual or the entire set from the shoot.



# WHO IS THE PERSONAL BRAND CLUB FOR?

These photoshoots will help small or new businesses who are not sure where to begin with website or social media photography. The shoots are also perfect if you have a business but not necessarily a product to photograph. It's ideal for keeping social media and marketing current, refreshed and up to date. Even established businesses need to keep in mind the importance of a fresh feed of images throughout the year.

Can be ideal for -

- PA or Virtual Assistants
- Instagram or Social media businesses
- Business or Personal Coaches
- Therapists
- Wedding Planners
- Personal Fitness Instructors, Yoga, Pilates etc
- Authors, Artists or Musicians
- Politicians
- Marketing Managers
- Small Business owners
- Private Tutors
- Solicitors
- Accountants

# HOW MUCH DOES IT COST?

Enrol any time - contracted a year which includes 6 photoshoots

Investment is per month and is a year contract from point of enrolment per month and is a year contract from point of enrolment

You receive five photo credits for each photoshoot with the option to purchase more photographs from each session.

Direct debit payments are preferred





# HOW LONG IS THE SHOOT & HOW DOES SHARING IT WITH OTHERS WORK?

Each photoshoot lasts 1 hour 30 minutes and up to 5 business owners share the shoot. Dependent on numbers there could be a choice of timings throughout the day. There are generally two sessions on each available day, they will start at 10am- 11.30am and 11.30am-1pm

For instance "we shoot outside in Central Milton Keynes, I meet the 5 business owners on the front of Unity place and we walk around the area taking photos at different spots along the way".

Each bimonthly photoshoot will enable you to get a real variety of photos and have time to interact with the other members.

It's a great chance to network and speak to other local business owners. You may not necessarily see the same people each shoot as I will have different timings each day (dependent on popularity)

It is also a way to make the shoot a little more 'light hearted' as you can all encourage each other and give ideas.

# WHEN CAN I BOOK MY SHOOT?

When you sign up I will send out all shoot dates and times. This means you can put them in your diary straight away.

The shoots only take place on two days a month, so I cannot change to a different day. However if you need to change your shoot time, let me know as soon as possible. I hope you can appreciate this will all be dependent on uptake.

REMINDER: Please ensure your dates and times are in your diary for the year, bookings are made on Calendly on a first come first serve basis.



## WHERE DO WE GO?

All the shoots take place in and around Northamptonshire and occasionally Milton Keynes.

We will have a range of locations and backdrops to ensure you receive a wide range of photography to use.

Below are some **examples** however the locations are confirmed on email 1 month before the shoot, with full details of location, parking and anything else you need to know.

EXAMPLES ONLY - all TBC

- September – Northampton Guildhall
- November – Delapre Abbey
- January – Working from Home space
- March – Central Northampton
- May – Photographic studio
- July – Milton Keynes central

## HOW SHOULD I PREPARE FOR THE PHOTOSHOOT?

You don't specifically have to bring anything other than yourself, however if you want to bring props along that's fine too.

As locations vary, you may want to bring items with you on certain shoots, for instance, we will have an indoor location set up for one shoot, and you could bring along your own laptops, notebooks, documents etc. For other shoots you may want to mix up props or include products if you have any?

Time is our only constraint, preparation is key, the more you prepare the more you will get out of each shoot.

You will receive a Pinterest board with suggestions specific for the theme or location for your photoshoot





## WHAT SHOULD I WEAR?

This is very personal to you and your brand. Ideally be led by the location of the shoot and the variety of styles you would like to portray i.e. business-like to relaxed and fun. I would bring a change of clothes for variety on your images, however be aware many locations may not have the facilities to get changed. My suggestion would be to wear one outfit and bring one change of top or accessories (i.e. a max. of two outfits).

Why not have a look through Pinterest and create a mood board of outfit and colour ideas. Keep outfit colours close to your brand colours so you can use for your business. Try not to wear anything heavily branded or tight check.

You will receive a reminder email with preparation details and ideas prior to each session.

## WHAT IF I CAN'T ATTEND ONE MONTH?

Life happens.... I get it.....

If there are weather issues on an outdoor shoot I will always look to reschedule. If you cannot attend for some reason I am happy for you to choose 5 images from a past or subsequent photoshoot to make up your allocation of images throughout the year.

If you need to change anything, let me know as soon as possible and I will consider other options for you.



## WHERE CAN I USE MY IMAGES?

Anywhere you wish! I will still retain the copyright of all photography, but you are free to use it on any social media platform or website. It can be used for any marketing purposes be that prints, business cards or leaflets. The only thing you cannot do with the images is sell them for profit.

## WHAT SORT OF SHOTS WILL I GET?

It can be a real mixture, from headshots to full body shots. It's really dependent on your business trade, so just imagine the shots from an author to a yoga instructor can be very different in different locations! We can be as imaginative as you wish. I always recommend a shared Pinterest board with my clients so we can build up a picture of the type of shots you would like to achieve from each photoshoot location. Think about your marketing plan and the types of shots you would require throughout the year to tell the story of you and your business.

Every location offers something different to each business, for example a solicitor may want to be seen as a trail runner, a yoga teacher may want to be seen in business attire.





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