

Personal Brand Photography Guide

Confidently Create Storytelling Images to Connect with YOUR Ideal Client



Helping Small
Businesses Create a
BIG Presence

MB Bryant Images

www.mbbryantimages.com/commercial-photography

SAY GOODBYE TO HANDSHAKES AND HELLO TO PROFILE PICTURES

We live in an increasingly digital world, and the process was only expedited by 2020. Gone are the days where a handshake was your best first impression, and we are living in the era of split-second first impressions coming virtually. Whether you're ready for it or not. Your first "touch" to a customer is increasingly becoming a profile picture from social media or your headshot on an About Page. This reality isn't just for online bloggers and fitness coaches. I'm talking doctors, lawyers, financial planners, and content creators.

t h e t i m e i s n o w

If your brand's photography is lacking, don't worry. You know that Chinese proverb about the best time to plant a tree is 20 years ago, but the second-best time is now?

Well, the best time to update your photos might have been last year, but the second-best time is today. This guide will help take the anxiety out of your next photoshoot, whether that's with a photographer or your BF and their iPhone.

p l a n i t o u t

Plan it ALL out. Seriously, as much as you can. Do you need to stick to it on the shoot day? Nope! However, writing it down puts order to the anxiety of the shoot by separating it into bite-size chunks. This guide will give you the tools and tips to come up with a killer plan to manage your photoshoot and feel comfortable and confident.

Cheers!

MB

**Keep Reading for my Personal Brand Planning
Worksheet, Posing Tips, and Must Have Shots**





Planning Worksheet

Checklist

- ☐ On Brand Location
- ☐ Props
- ☐ Clothing and Accessories
- ☐ You Know Where You Want To Use The Photos
- ☐ Review Posing Tips
- ☐ Identify Must Have Shots
- ☐ Pre Planning Meeting
- ☐ Mood Board for Inspiration and Direction (Pinterest)

Brand Colors

What colors define your brand? Be mindful of these when picking clothes and props

Descriptive Words for Your Brand

Using only 3 words - Describe your brand

Props

Props are a great way to visually communicate your vibe! Coffee cup, yoga mat, or even your dog!

You & Your Photographer

- ✓ Solid communication
- ✓ Clear expectations of the end result
- ✓ They make you feel encouraged, supported and positive
- ✓ Share a mood board (Pinterest works great)





6 Tips for Confident Posing



Adjust your weight so it's on one leg



Angle your feet 45 degrees from the camera



Lean forward one or two inches towards the camera

Have you noticed how realtors and newscasters seem like they are leaning into you? Leaning in promotes a welcoming vibe. Leaning away can be distant and aloof.



If it bends, bend it

Not a lot, but a little bend in the knee and arm is flattering.



Pull your arm away from your body enough to create some space at your waist. You can accomplish this by reading above. Bend that elbow



Fix your shirt **ALL THE TIME**. Seriously. Every time you readjust for a new pose, your shirt probably needs to be fixed too.



shots you need

working on a lap top

This is my go to for almost all business owners because we all spend quite a bit of time making things come together behind the keyboard. It's also a great "action" shot of you working.

impactful headshot

Headshots are important and having an impactful headshot that people can feel a connection to is critical.

your personality

Do you LOVE mac and cheese or is your dog your sidekick? Pick three things about what makes you who you are to share with your audience. Do you need to share your entire story? Nope! Grab three random traits, facts, or qualities and weave them into your story.

anonymous poses

Anonymous captures are one of my favorite images. They highlight a moment, product or scene without disclosing the face behind the image. It brings the focus to an action or item while still keeping a human element. These are also versatile images to have in your arsenal to continually reuse in social media and marketing. Think, "story telling magic" for your business.

creative and creation process

Give your ideal client a little behind the scenes of you doing what you do. People love when we lift up the curtain and let them see how things come together

downtime

How do you recharge? Reading a book, yoga, journaling. These are great to use on social media to highlight a more personal side of yourself that people can connect with

client interactions

Show yourself in action doing what you do best. This gives your perspective client a glimpse of what it's like to do business with you.

the end result

Don't forget to capture a polished image of your product or service in a "Ta Da" type moment.

my best advice to you...

Of all the information I've shared in this guide, I think this part might be the most important.

Find a photographer just as excited about helping you grow your business. Whether this is with a professional photographer or your friend holding an iPhone, make sure to establish a connection.

excitement is contagious

Confidence and excitement are contagious, but so is indifference. I've been down the road of teaming up with people that are the BEST at what they do, but in the first meeting, I didn't feel that they believed in what I do. The biggest mistake I made was going forward in those situations. These partnerships resulted in never really feeling confident about what I was doing. If you hire a photographer, find one that makes you feel great about your business and what you do. That confidence will reflect in the photos.

In fact, friend, don't hire ANYONE that doesn't make you feel great about what you're doing. You are great! It takes time to find that right team.

start by showing up

I hope this helps make your next personal brand photos feel comfortable and confident. I promise the most crucial part is to simply show up. People want to see you for a connection, not to find perfection. For that, you only need to be there.

people want a connection,
not perfection

Happy creating,

MaryBeth



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big presence through
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