

THE BRAND WORKBOOK



BRANDED

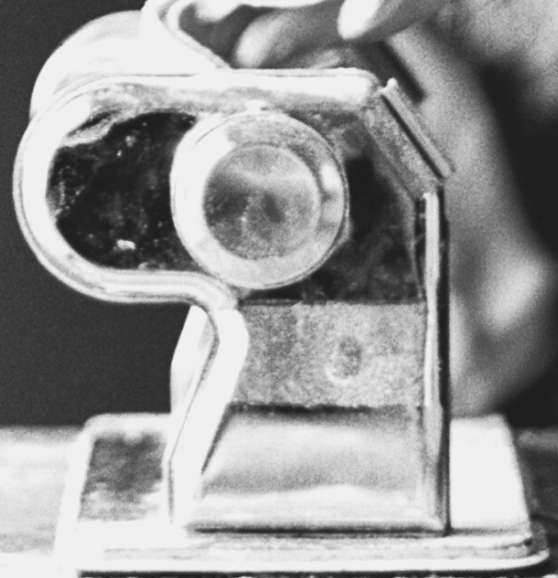
FOR STORY CONSCIOUS BRANDS

BEFORE THE SHOOT

As a business owner, it's vital to connect with potential clients to build trust with your brand!

The BEST way to do this is to GET IN FRONT OF THE CAMERA so your ideal customers can get to know you! Clients want to connect. It's as simple as that!

In this social media age, it's not enough to just sell your goods or services. Your customers want to know your story and be a part of it! Create a community and give them value and you will have happy, lifelong customers!



HOME WORK

01 YOUR BRAND STORY

What is the story of your business? How did you start? What made you decide to do what you do?

02 YOUR CLIENT AVATAR

Who is your ideal client? What do they value? How does your product/service help them?

04 YOUR AESTHETIC

What colors, textures, and tones do you gravitate towards with your business? What brands currently have the feel you want to portray and why do you like them?

03 YOUR UNIQUENESS

What sets you apart from your competitors? What is the core value of your business?

05 YOUR DAY TO DAY LIFE

Tell me more about your day to day work life. Where do you meet clients? Where do you do most of your work?





IT'S IN THE DETAILS

What locations will we be shooting in? How do they connect to your brand story? Do you use any props or tools in your work?

Remember to dress for your AVATAR! You want to attract the ideal client! If you need help in this department, I can connect you with a stylist!

Let us know which platforms you will need images for. Website? IG? FB? Print ads? This helps us create the variety you need!

THE SHOTLIST

Having a shotlist helps us to have an idea of what you want to create. It's ok not to know every shot or be a creative director! We will work together to style and see your vision come to life! We want you to walk away **CONFIDENT** you got every shot you need for your business to build a bridge to your perfect client!

HEADSHOTS - Artsy? Corporate? Casual? Fun? High-Powered? Who are you and how should we reflect you best?

SERVICES - In action of you working with clients. You doing your thing, creating, styling, show your authority in the industry!

PRODUCTS - Products being created, clean shots for websites, flat lays for social media, products being used by customers

HIGHLIGHTS - Showcasing the love, attention and details that set you apart from others in the industry.

CREATIVE IMAGES - close up and moving shots of you and your work that draw clients in to the abstract!

PIN IT - Create a Pinterest Inspiration Board. Show us the colors, moods, locations, wardrobe, details and feel of what you love!



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**CREATE
CONTENT THAT
CAPTIVATES
AND YOU
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COMMUNITY OF
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