

Elevate your Brand



12

**STEPS TO PERFECT
BUSINESS
PHOTOGRAPHS**

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Welcome

Hi there - I'm Jo Blackwell, a Portrait and Personal Branding Photographer based in Northamptonshire, UK

I help coaches, therapists, creatives and other small business owners to become more visible so that they can reach more clients, serve more people and make more money!

There are several things to think about when it comes to deciding to invest in a Personal Branding photoshoot. This short guide aims to guide you through some of them so that you can get the most out of the process by considering what you need.



AREAS OF SUPPORT

- Leadership and direction
- Organisational alignment
- People alignment
- Creating the future

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1 WHERE WILL YOU USE YOUR IMAGES?

Think about where you will use your images - website, social profiles, brochures... Do all the shots need to be of you or do you need lots of detail shots for use on social media?

2 WHAT SIZE & SHAPE SHOULD THEY BE?

Make sure you get a mix of picture orientations to fit where you will use them. If you want to use some for ads, ask your photographer to leave space for your words.



3 WHAT DO YOU WANT TO SAY?

What stories do you aim to tell with your images? Think about potential captions before the shoot. Consider context to make sure your images make sense - for example, no sunny scenes coupled with cosy winter quotes!



4 HOW WILL YOU SHOW WHAT YOU DO?

Aim to “show” rather than “tell” the potential client about your product and service. “A picture tells a thousand words” - make sure those words align with your brand! Be photographed doing what you do.



5 HOW DO YOU WANT YOUR CLIENT TO FEEL?

How do your clients generally feel when they approach you? How do they feel during your time together and when they finish working with you? Can you capture that feeling in your images?

6 WHAT MAKES YOU DIFFERENT?

How will you stand out in a crowded market? Can you show your expertise in a single shot?





7 THINK ABOUT LOCATION

Mix it up with indoor and outdoor shots, environmental and studio style, posed and (apparently!) unposed.

8 BE CONSISTENT

For instant client recognition, use the same shot, or different images from the same set of shots, across all online platforms: website, Facebook, LinkedIn, Instagram, Pinterest.



9 BE AUTHENTIC

Represent your business through your personal style - for example, formal or informal? Don't force yourself into a suit jacket if it doesn't represent you and your business. You will feel and look more relaxed if you are comfortable.



10 SHOW YOUR PROCESS

Consider being photographed with a client - help people to imagine themselves working with you



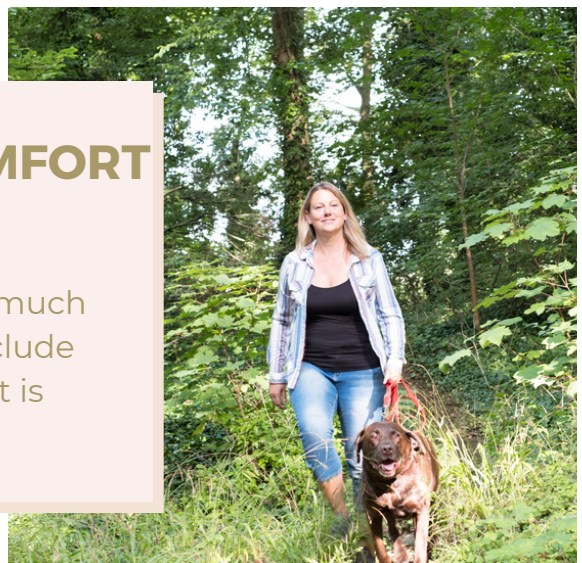
11 SHOW YOURSELF

They say that people buy people - increase your "know, like, trust" factor by showing the non-working side of your life...



12 WHAT'S YOUR COMFORT LEVEL?

...but before your shoot, think about how much of yourself you want to reveal. Will you include your family? Pets? Home? Hobbies? What is appropriate for your business? What is comfortable for you?



Choosing a Photographer

Unless you're super-confident in front of the camera, I'm guessing you'd rather have root canal work than have your photo taken! I get it - it's not my favourite pastime either.

But there are ways to make it as painless as possible, and your photographer's job is to put you at your ease and make sure you look good in every shot.



Some things to consider when choosing a Photographer:



1 | Do they make you feel confident?

A personal and business branding photo shoot is a collaboration between the photographer and you. A good photographer doesn't TAKE your photograph, they MAKE one with you, guiding you throughout the process whilst listening to what you need.



2 | Do you like them as well as their work?

Not all photographers are the same - we have different styles, services and approaches to our work - and it's important that you work with someone who is not only competent, but who you "click" with (pardon the pun!) so that the process is an enjoyable - and profitable - experience.



3 | Can you see client examples?

Ask to see examples of whole shoots - you need to know you will get more than one image that you absolutely love!



NEXT STEPS

I hope this short guide has given you some food for thought as you prepare to become more visible in your field. I know that investing in a set of good Personal Branding images is a big decision, but I also know that doing so will take you and your business to the next level.

If you'd like to find out more about how we could work together, you can download my Service Brochures from here:
<https://www.joblackwell.co.uk/brochures>

Or you can contact me in one of 3 ways listed below:

1. Call 07725 802690 | 2. email jo@joblackwell.co.uk | 3. or Book a planning call



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