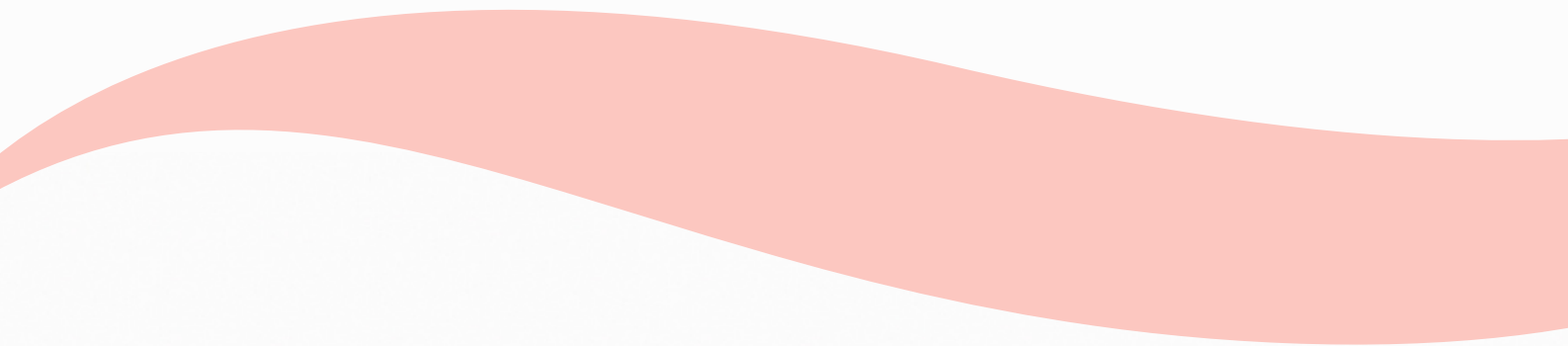


1. Call 07725 802690 | 2. email jo@joblackwell.co.uk | 3. or Click to [Book a planning call](#)

Jo Blackwell 

Personal Branding
Photography



www.joblackwell.co.uk



Contents

Welcome	3
Why Personal Branding Photography?	4
Benefits	6
Why Work with Me?	7
Client Shoot Examples	8
The Process	9
Options	10
What my Clients say	11
Ideas for using your Images	13
Start ups	14
Headshots	15
Frequently asked questions	16
Next Steps	17



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Jo Blackwell

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!

How? I work with you to create a bank of images you can use on your website, in your printed literature and on social media so that you never have to waste time searching for the right shot again.

Through photography, we will show parts of your life that will resonate with your ideal clients, creating that "know, like, trust" factor that will have the right people eager to book you.

Why Personal Branding Photography?

We all know the old adage: "People buy from people." Long gone are the days when we could hide behind a logo, or simply let our work speak for itself. We live in a visual world, a world where we make ourselves and our daily lives accessible in so many ways, where, thanks to social media, people believe they "know" us.

But it's not enough any more to simply be the "Face of your Business". Particularly when selling personal services like coaching and therapies, potential clients want to feel that your personality and values are aligned with theirs. They sense authenticity, and you need to reveal a little more of yourself than you in "work mode".



“Your personal brand is what people say about you when you leave the room. Jeff Bezos

So, for example, if you are a mindfulness coach posting about work life balance, show pictures of yourself "walking your talk" - having coffee with a friend, walking with your dog etc. This will attract the clients that align with your values and goals and repel those who don't - which can be almost as important!

Click to [Book a call to discuss your ideas](#)

To help you increase your "know, like, trust" factor, we will shoot in "stories".

A "story" in this context is a set of images showing a certain aspect of your personality, work or life.

“

“Personal branding isn’t about coming up with a complicated strategy. Rather, it’s about knowing who you are and what you stand for, and then finding ways to make that visible.”

Shelley Zalis, Forbes Magazine



At your pre-shoot consultation we will dive deeply into your values and the culture of your business and pick 2-3 stories to cover in that session. Each session will provide you with up to 60 fully finished images - enough for you to post daily Mon-Fri for 3 months!

If you opt for regular shoots, over time you will build a whole bank of images you can use over and over again, saving you even more time and money, as well as making you money by attracting more of the right clients into your business.

It’s important to build a personal brand because it’s the only thing you’re going to have. Your reputation online and in the new business world is pretty much the game. ”
Gary Vaynerchuk



Benefits

How long does it take you to prepare images for social media each month?

You have to get yourself "camera ready" - hair, make up, the "right" clothing and jewellery.

Find a good location, good light, gather any props. Once you've taken eleventy-thousand selfies, you then have to trawl through them for one you (almost) like, process it so that it matches your brand...

...and that's before you even start designing and scheduling your posts!

It all takes so much time and effort, time you could be spending on marketing your business, serving your clients, having coffee with your mum.

Wouldn't you like to get some of that time back?

- ✓ Always have images ready to go
- ✓ Shots for your social media
- ✓ Headshots ready for press
- ✓ ...and collaborations
- ✓ Save time
- ✓ Save hassle
- ✓ Look good in every shot
- ✓ Stand out from the crowd
- ✓ Attract more aligned clients
- ✓ Make more money

Click to [Book a call to discuss your ideas](#)

Why work with me?

I would love to talk to you about your business and how Personal Branding photography can help you to elevate your brand.

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.

Whether you choose to work with me to create your Personal Branding shoot, or someone else, ask to see examples of whole shoots. This is the best way to evaluate whether:

- a) this kind of shoot is right for you and your business
- b) the photographer is a good fit for you - do you like them as well as their style?
- c) you will get the variety of images you need

I like to get to know you and your business (especially if you become one of my subscription clients) so that I can help you to get the most out of this service and ensure you end up with exactly what you need. I love helping small business owners like you become comfortable in front of the camera!

I offer you experience, empathy, and expertise.



On the next page are some examples of my work, shared with you with the permission of my clients.

Portfolio & Client Examples



Susan Royle, Retreat Facilitator

Offering yoga, meditation and healing at both in-person and online retreats, yoga and paddleboard teacher, Sue, is the owner of [Tranquillity Time Retreats](#). Her stories include her daily walk with her dog and time on the river.

[Click to see Sue's full shoot](#)



Caroline Prout, Hypnotherapist

[Inspired to Change Hypnotherapy](#) offers a science based approach to mindfulness and well being. Caroline chose to tell the story of her own mental health care, including walking in nature, outdoor yoga and coffee with a friend.

[Click to see Caroline's Gallery](#)



Trudie Avery, Graphic Designer

[Avery Creative](#) is a leading graphic design and branding agency. A prolific user of social media for her business, Trudie needed a bank of images to illustrate her memes as well as stories set in town and country.

[Click to see Trudie's Shoot](#)

Click to [Book a call to discuss your ideas](#)

The Process

Once you have taken the decision to create a bank of Personal Branding images with me, I will guide you through the process every step of the way! Showing people in their best light is what I do best, so put your trust in me.

1

Enquiry

You can contact me via social media, email: jo@joblackwell.co.uk or phone: 07725 802690



Discovery Call

Once you've seen this brochure and have decided to enquire further, book a discovery call via my [Zoom calendar](#)



Shoot Booked

When you decide to go ahead, we will plan your shoot then set a date. You will sign your contract and pay your invoice to confirm

2

The Shoot

When your booking is confirmed I will send you a tip sheet so you are confident about choosing outfits etc



The Day of the Shoot

I will text you to confirm the day before. When we meet we will spend a short while going through the agenda for the day



The Shoot

We will spend up to 3 hours, in 1-2 locations creating your images. It's my job to make you look good, so you can relax and enjoy it!

3

After the Shoot

After the shoot I will download all the images, select the best and process them in the style you see here



Gallery

Your images will be uploaded to an online Gallery so that you can view as a set and share them with your designer if required



Delivery

Within 7 working days, I will send your images optimised for both print and internet use for you to download, back up and use!

Options



Each Personal Branding shoot is planned as a series of "stories". Choosing Options 1 or 2 will yield 2- 3 stories showing a different aspect of your life or location, giving you 60 images per shoot. Options 1 & 2 also offer the ability to spread the cost by paying monthly for 3 or 6 months (depending on the option chosen) Pay Options 1 or 2 in full to receive one beautifully finished print ready for you to frame per shoot.

1

"Full Story" Personal Branding/Lifestyle Shoot

My signature service for coaches, therapists, creatives and small business owners.

- A standalone Personal Branding Shoot over up to 2 locations
- up to 60 beautifully processed images
- Use on your website and marketing
- Enough to post 5 days a week for 3 months
- Spread the cost over 3 months

from £900

or

from £300

payable monthly for 3 mths

2

"The Series" Personal Branding Subscription

For you if you're ready to level up and really elevate your business!

- TWO or FOUR standalone Personal Branding Shoots over 2 locations each per year
- Perfect for Coaches, Speakers and Influencers in any industry
- Option to spread the cost over 6 months.
- ONLY 12 PLACES AVAILABLE per year

2 shoots: from £1800

or

from £300

payable monthly for 6 mths

3

"Short Story" Personal Branding/Lifestyle Shoot

Single shoot - perfect for start ups or a quick "refresh".

- A one hour standalone Personal Branding Shoot in the Studio or Brixworth Country Park
- 6 beautifully processed images to use on your website and marketing

£600

payable on booking

Call 07725 802690 or email jo@joblackwell.co.uk for a bespoke quote

Information correct July 2023 but may be subject to change - please get in touch for up to date pricing.

What People are Saying



Until I met Jo I had always felt uncomfortable in front of the camera! I was amazed at her skill in capturing such meaningful images that conveyed my spirit in such a way I'd never seen before! Being in her company is an invitation to relax and be yourself. I felt comfortable in my own skin and her pictures confirm this fact! I wanted to create hope and freedom for my clients through my brand images. Jo has helped me do this with her heart centered photography. Forever grateful to Jo and can't recommend her enough!

Jojo Bailey

Jo was a natural fit to be my photographer. She's so lovely and puts you completely at ease in front of the camera, chatting all the time while getting the best out of your poses. I would and do, in fact, highly recommend Jo

Trudie Avery



Jo has the amazing ability to get what you want very quickly so the end results always deliver. I get so many positive comments on the photos I use, they really seem to catch people's eye - which is, of course, exactly what you want them to do in a busy social media feed - and they perfectly illustrate what I do and who I am. I would 100% recommend using Jo, I know I will certainly be back for more!

Caroline Prout

Case Study:

Sally Kirkman, Astrologer

"I booked Jo because I was having my website redesigned and I knew I could no longer "wing it" with selfies. I have been "up-levelling" in my business for a while and I wanted professional photographs to reflect that.

Having met Jo through an online mastermind group and then talking to her via Zoom to plan the day, I was confident she would be easy to work with and guide me through the shoot. I looked forward to meeting her in person. Jo comes across as very calm and competent and I felt confident that she would help me with my choice of outfit, the right locations, etc.

This was exactly what happened during the shoot: Jo gently took charge and I was happy that she was making expert decisions about light and backgrounds. Jo and I got on so well on the shoot. She's great fun and I felt really comfortable with her and enjoyed the whole experience.

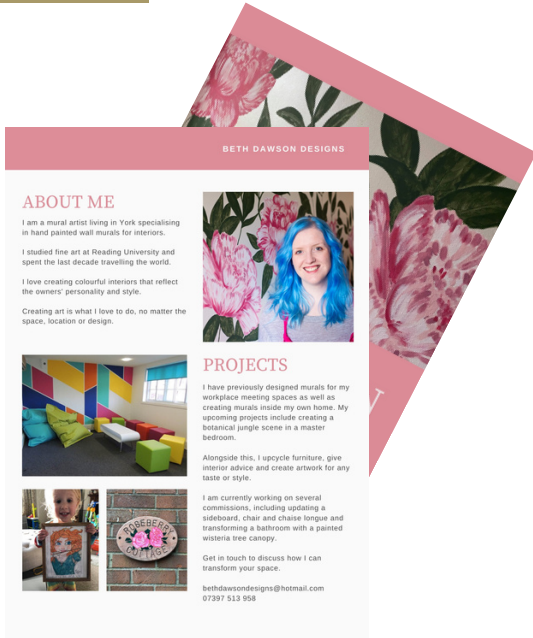
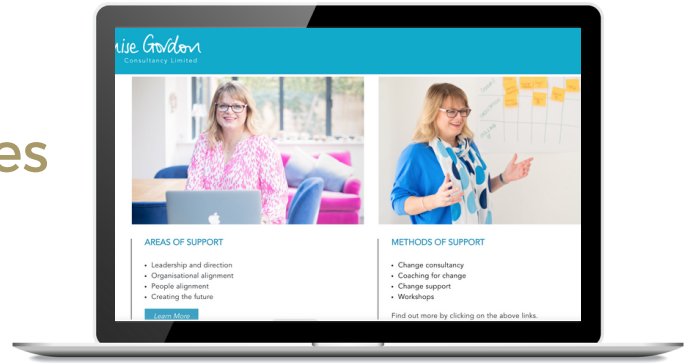
Afterwards, I was itching to see the photos we had created and I wasn't disappointed! I've had some amazing compliments as a result of sharing my photos. So many friends have commented on how stunningly beautiful the photos are that Jo took of me. I can't wait to use the images on my website.

It was a great photo shoot experience and I would love to do it all over again!"

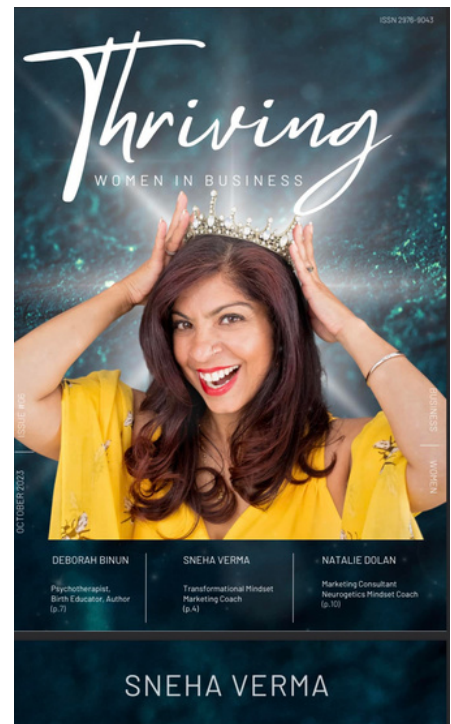


Click to [Book a call to discuss your ideas](#)

Ideas for using your Images



Websites, Flyers, Business Cards, Social Media Headers, Event posts, Banners, Profile Images, PR, Email Signatures, Social Posts ++



Just starting out?

If you're just starting out, or on a tight budget, a "short story" shoot might be best for you. Also good for Actor's headshots - ask about Student specials

What you get, tailored to your individual requirements:

1. A one hour standalone Personal Branding Shoot in one location
2. 6 beautifully processed images to use on your website and marketing

We will work together to produce a set of essential Personal Branding Images to suit what you need.

Here's an idea of what your 6 images could cover:

- Headshots
- Website Hero image
- Bespoke category images for your website
- Social Media Headers
- Email Newsletter Header
- Email Signature...

Short Story Shoot

£600

payable on booking

The process to book is the same as a Full Story Shoot (see page 9)



Information correct July 2023 but may be subject to change

Just want a quick headshot?

Of course, sometimes all you need is a professional looking headshot for LinkedIn, your company website etc. Come here to the Studio in Brixworth, or to the nearby Country park, and I will work with you to create exactly what you need.

1 Headshot from a
choice of 8

£125
payable on booking



Are you a larger Business needing Headshots of staff?

Call me on 07725 802690 to discuss
or look at my [Business Photography page](#) for further details

FAQS

➤ Where are you based?

My Studio is in North Northamptonshire, just an hour's train journey from London.



➤ Do you charge for expenses?

As a rough rule of thumb, if I am travelling for more than an hour, I will ask for a contribution towards fuel or train fare (how much depends on how far). If I am travelling for more 2 hours, I will also ask you to pay for one night's hotel accommodation (think Premier Inn rather than Ritz!) so that I can give you my best.

➤ Are there any other "extras"?

Apart from travel expenses, detailed above, any other "extras" are entirely up to you. I can usually organise hair and make-up for an extra fee. After the shoot, I can also source prints, frames, canvases etc if you so wish.

However, there are no extra fees for "running over" time, processing etc.- unless special edits are requested beyond my usual process (seen here)

➤ "I live/work in xxx - will you travel to me?"

The short answer is, yes! I do often travel for "Full Story" Personal Branding shoots, Portraits and Retreats. I have travelled to clients in Margate, London, Cardiff, Turkey, France, Los Angeles and Buffalo, New York State to name a few destinations!

Book a call to discuss how I might come to you.



Next Steps

Ready to attract more clients and make more money by taking your visibility up a notch? Enquire by either:

- 1. Calling 07725 802690**
- 2. emailing jo@joblackwell.co.uk**
- 3. or Booking a planning call**

I look forward to getting to know you and your business and helping you to create the success all your hard work deserves!



Information correct October 2023 but may be subject to change. Please call to check fees and services