



PERSONAL PHOTOGRAPHY BRANDING CHECKLIST



OWL'S IRIS PHOTOGRAPHY

www.owlsirisphotography.com



Headshots

Always a classic, a superb photo of you smiling at the camera! For some variety, take some shots of just your beautiful face, half body and full body.

Lifestyle

Your clients are going to hire you for *you*, so let's show off that personality! Laughing and smiling, comfily sitting on the couch, walking, leaning against a wall or over a counter, sipping tea, reading, etc. Whatever makes you feel most comfortable and in your element!

Inspiration

What inspires you to do the work you do? Grab photos of what inspires you (a person, a memory, an experience a location, a book etc.)

Workspace

Your audience *loves* to peek WHERE the action happens! Do you work from your desk, a co-working space, your bed (no judgement!), your living room, a full office space... anything goes!

Creative Process

HOW do you get your work done? This can be a photo of you with a client, in the studio, on your computer or phone, writing ideas on a whiteboard, acting your craft, etc

PERSONAL BRANDING PHOTOGRAPHY CHECKLIST Con't

Props

Show off some fun props! Welcome guides, gift boxes, mugs with funny quotes!

Tools of your trade

What are your go-to supplies? Camera, laptop + phone, art supplies, a planner, writing/drawing utensils, makeup brushes, etc.

Products

Show em' what you sell! Jewelry, apparel, prints, florals, artwork. If you offer a service, get photos of happy clients!

Uniqueness

What makes you different + interesting? Do you love to hula hoop? Play an Instrument? Have a hidden talent?

Seasonal

Snap seasonal photos at the start of the season to help fill in the blanks! (Beach items for summer, ornaments for Christmas, etc.)

25 ways to use Branding Photos

1. Website
2. Social Media profile photos + other online databases
3. Email Signature
4. Business Cards
5. Directories
6. Search Engine Sites: Google, Yelp, etc.
7. Email Marketing
8. Email Newsletters
9. Email Pop-Up Forms
10. Freebies
11. Blogs
12. Sales Pages
13. Youtube Thumbnails
14. LinkedIn Articles
15. Podcast Covers
16. Media + Speaker Kits
17. Instagram Posts + Carousel Posts Instagram
18. Reels + Reels Cover Photos
19. Facebook Posts & Stories
20. Pricing Guides + Welcome Guides
21. Online Courses
22. Presentations
23. Marketing Materials
24. Advertising: Social Media, MAGAZINES, Business Journals, Billboards, Etc.
25. Book Covers or Author About Page

BRAND PHOTOSHOOT CHECKLIST

Lifestyle

- Favorite Hobby
- What you do outside work
- Where you like to hang out
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Behind The Scenes

- Working with a client
- Prepping for a client
- Working on a project
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Creative Process

- Brainstorming
- Planning
- Creating
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Props

- Laptop/Phone
- Notebook/Pen/Book
- Mug of hot tea/coffee
- Art supplies/materials
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Product + Services

- Product Suite
- Marketing Materials
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Headshots

- Headshots
- Full Body Shots
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Are you interested in learning more about branding photography with Owl's Iris?



You are ready to:

- Level up your brand with professional images
- Have a library of on-brand photographs at your disposal
- Promote your business or brand with ease

Inquire about a session

