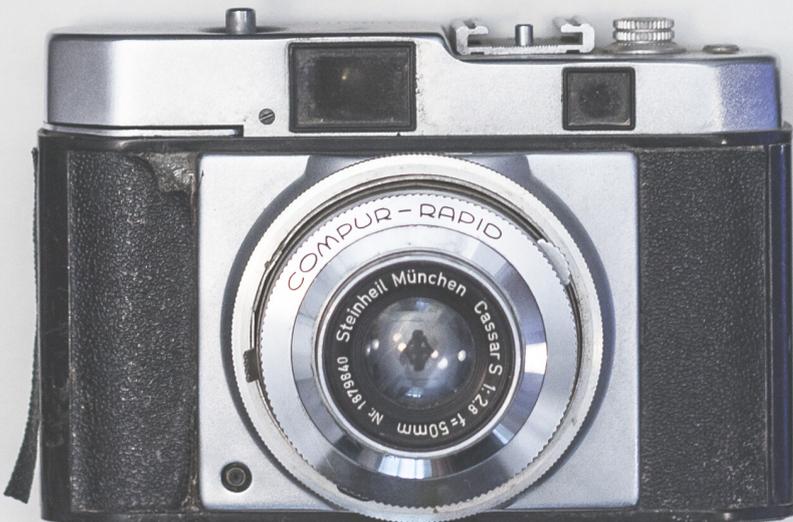
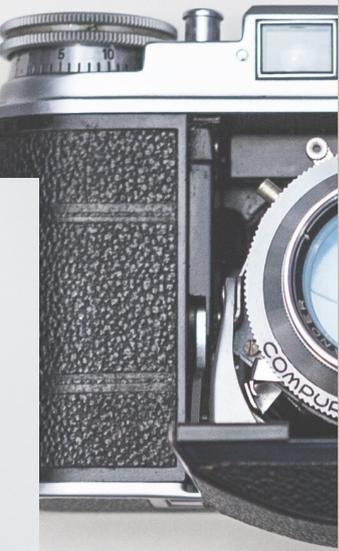




LANIE SIMS
PHOTOGRAPHY

BRANDING SHOOT GUIDE

TOP TIPS FOR YOUR NEXT
BRANDING PHOTO SHOOT



What is a Personal Brand?



Hi, my name is Lanie, and I am a Personal Branding Photographer.

Whether you know it or not, you have a personal brand!

Its how you show up in the world, and its what people say about you when you're not in the room!

That is why it's so important to look professional, build trust with your audience and be intentional with creating your personal brand.

With so much of our world now 'online', it's important to create a good impression on your audience with your online presence. An easy and effective way to connect with people is by showing your face and sharing your story through professional and unique images. It's a great way to build trust and credibility, while also attracting your ideal clients!

We can tell your story and highlight your products and services in a fun and engaging way. Investing in photography provides such great value for your business as the images can be used for:

- social media posts
- websites
- profile pictures
- landing pages
- client emails
- promotional marketing material



Benefits of using a Photographer



There are just so many benefits to hiring a photographer to capture your branding images. Here are just a few:

*Um, we do this all the time and just know what works.

*Professional images build trust and credibility, and people will see you as the expert in your field.

*Sharing your unique story will attract your dream client.

*You will gain the confidence and freedom to start really promoting yourself.

*No more stress about what image to post on socials as you will have a heap to choose from!

*You will be able to connect and convert your audience.

Research Your Photographer

My number 1 tip is to do some research about what photographer would work best for you.

Try not to choose a photographer based on price. Sure, this can be a consideration, but it's more important that you **love that photographers' images** and sense they can capture what you want.

Instagram is a great tool for researching. Ask friends. Actually call the photographer and have a chat and see if you connect with them. You want to be able to **feel comfortable with this person** so you can relax in front of the camera.

What makes photographers unique is their style. **My style is fun and relaxed.** As much as we can plan for a shoot one of my favourites parts is just wandering around our location for spots that look interesting. I try not take myself too seriously and I find that this helps my clients relax in front of the camera aswel.



"I don't trust words. I trust pictures."
— Gilles Peress



What is your Message?

Who are you? What is your vision? What do you want people to know about you? What do you want to share with your tribe? These are all great questions to ask yourself in getting really clear about what type of images you want for your business.

Mood boards are a great way to centralise these ideas and they also provide your photographer with a better understanding of what you want.

It's also essential to work with your photographer to create an "ideal" shot list - those images that you definitely know you want, that way you both have a clear vision on what you are working towards.

Capturing a mixture of wide angle and close up shots is a great to show your story.



Props and Products

You have now worked on your message and you feel comfortable with what you want your brand to look like. So now we can work on what you can bring along to the session to help convey this message.

A great example is of a Health Coach. What works for them is a heap of fresh healthy food. And as they also provide online programs another prop could be a laptop or other electronic device. This is all inline with what their message is about, and makes it easy to tell their story.

Or maybe you sell products and want to include them in the shoot?

Every person and business is totally unique, so you can discuss this with your photographer to work out what would be best for you.

Props also allow you to create a great variety of images which gives you more bang for your buck.



Location Location

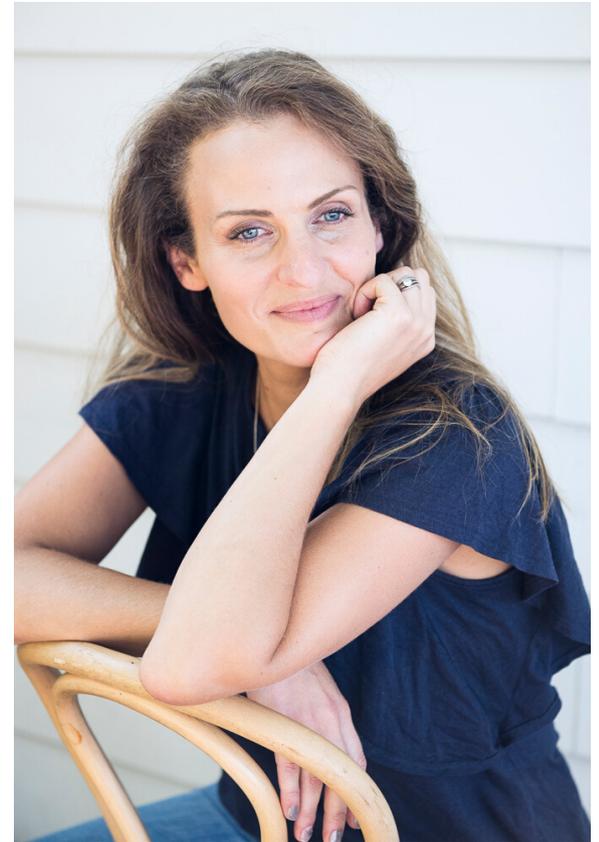


Where do you feel the best location is that represents your brand?

This varies a lot depending on what type of business you are involved in. And the 'vibe' of your business will determine the best location for your shoot.

Using a variety of locations also means you can create more diversity in your shots.

Sometimes a studio setting against a white background can be the shot you want. Or do you have a more lifestyle vibe and being outdoors in the garden or even a local cafe might suit you more? What sits best with the message you are giving to your clients?



A benefit of using a photographer is that I will go location scouting for you to determine the best spots for your shoot.

My favourite locations are where we can move or wander around a bit and get shots of different spots but in the same location. This also adds to the fun as we can get really creative with what you want to achieve.

Wardrobe aka what do I wear?

Try to organise your clothes with plenty of time so you're not rushing around at the last minute stressing out. This could be great chance to get that new outfit, or even raid a friends closet!

Also keep in mind what you do, for example, a pilates instructor could wear workout gear, but it might not be appropriate if your a Mortgage Broker!

If your session allows it, bring a couple of changes of clothes to maximise the variety of your images. This could be as simple as throwing on a jacket or depending on what you wanted the photos for - a whole new outfit change.

Depending on the look of your brand, try to stick to the 'classics' so your photos won't date, but feel free to throw some colour in there, and definitely stay true to your authentic self and natural style.

As your photographer, I am happy to bounce some ideas around with you, and will be able to tell you what will and won't work.

I frequently give feedback to clients who send me photos of their outfits if they are unsure about what will work best.

The more comfortable you are in your clothes, the more confident you will come across in your photos.





Mindset

You have realised that good looking content is an important part of your marketing strategy for your business, and you are ready to take it to the next level!

Mindset can play a big role in the outcome of your shoot, so its important to bring a positive one! Limiting beliefs can be kicked to the kerb!

Honestly though, at first everyone is a bit unsure and awkward, but pretty quickly we start to have fun and get into the groove of the shoot, so please dont stress - focus on the outcomes and everything will fall into place.

Make the most of this opportunity to present the best version of you. If you don't want to do it yourself, book a makeup artist. Are you due for a hair cut, or your next manicure?

Make sure these things are booked plenty of time in advance to avoid unnecessary stress, and most importantly please have fun with it!

Final Checklist



Ok so that was probably a lot of information. Here is a quick checklist to sum things up:

#1 Research your photographer

Make sure you connect with them and like their style before booking.

#2 Get clear on your message

Are you serious and professional or fun and relaxed?

#3 Props and products

What do use in your business that could add to the story telling aspect of your images?

#4 Location

Do you want studio shots or are outdoor/cafe shots more your vibe?

#5 Wardrobe

Stay true to your authentic self and natural style.

#6 Mindset

Limiting beliefs are not welcome!

And don't forget, you're not in this alone. As your photographer, we work together to create a kick arse photo shoot!



LANIE SIMS
P H O T O G R A P H Y



About Me

I am Perth girl, born and bred on the northern beaches.

After my first child was born, I decided to take a leap of faith and pursue my life long interest and passion as a mature (ah hmm) age student in.... photography!

13 years later and my interest in photography is still going strong.

I love to photograph people, whether its young kids and families, or a business owner trying to increase their online presence.

If your keen to start a conversation, here is how we can connect:

www.laniesimsphotography.com

