



Click! A GUIDE FOR
BRAND SHOTS THAT SELL

IT'S MORE
than a
HEADSHOT

Heike Martin
PHOTOGRAPHY

Click! *Visualize your brand's future*

Visualizing your personal and brand's future makes all the difference in how fast you will reach your ultimate goals. This amazing free guide helps you get aligned and focused as you plan your next personal branding photo shoot. Know your brand story, create your vision board and think about where you plan to include these images in your online and offline marketing.



It's all about capturing your true essence. A clear vision will guide the session and give you images you will love and actually use...and attract your ideal client.

Use this guide to create your vision and share with me as we plan your branding photo session.



CAPTURING YOUR ESSENCE WITH EVERY CLICK

Click! *Know your personal brand story*

Before you can start planning your branding shoot, you must develop your Personal Brand Story. This story helps you identify the unique elements that make you you.

Who are you beyond your job title? Who are you at the core of your being/heart?

Why do you do it? What gets you out of bed in the morning and excited for the day ahead?

Who do you do it for (your audience, ideal client)? Who can you help?

What is the experience you provide beyond the actual service?

What is your X Factor? What makes you reliable? Trustworthy? Unique?

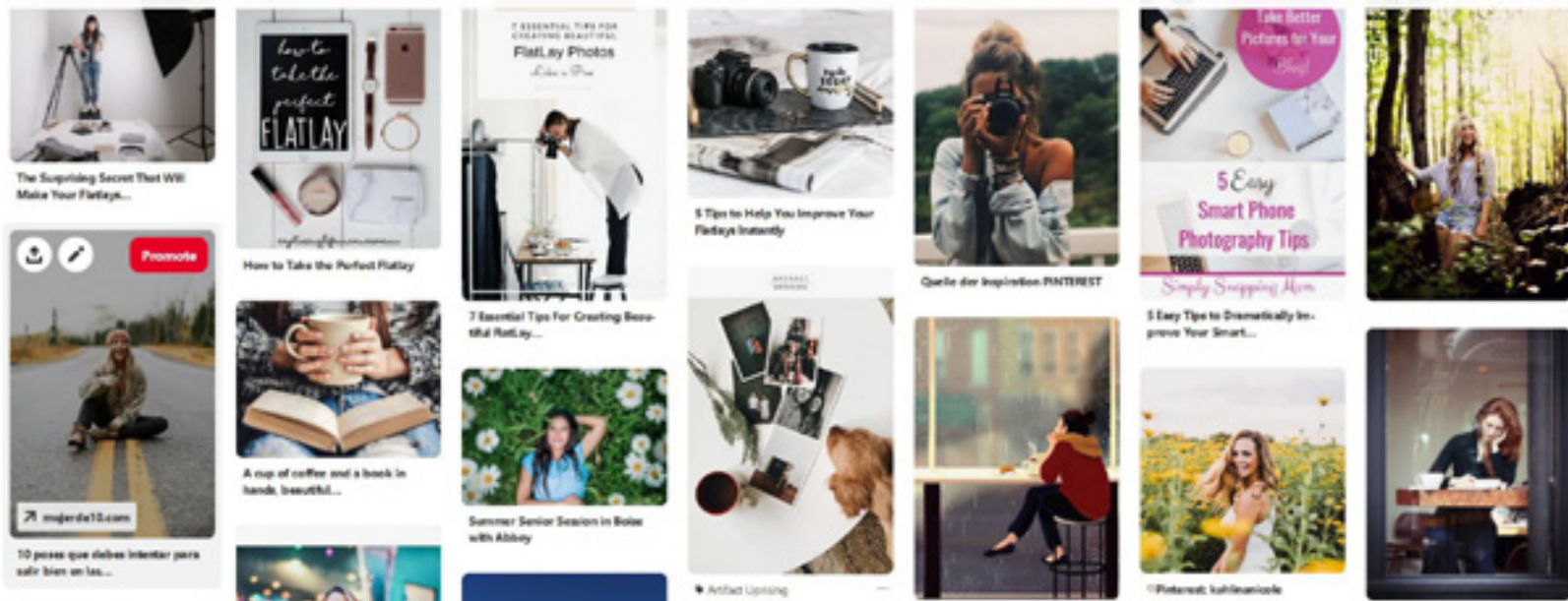


Create your vision board

1. Create a visual plan by compiling photos that speak to you. Share them with me via a Pinterest board, Google folder or attached to an email.
2. The best way to design a mood or vision board is to choose photos based on:
 - a. express certain emotions
 - b. specific poses
 - c. composition or elements you love
 - d. locations that will help tell your story
3. Try to keep the vision board to 15-30 images.
4. Describe what you like about each photo in the captions or in a word document. A few ideas to look for and comment on: poses, location, colors, props, clothing, expression. This will be a huge help for me as we plan your session.

Bonus tip: Seek inspiration outside of your industry to set yourself apart. The key is to not plan to replicate the image exactly but to use the board as overall inspiration to create your own custom brand images.

SAMPLE: My own Pinterest Board



Click! Brand shots online & offline

Online:

- About us page
- Contact us page
- Email newsletter signup page
- Within email newsletter
- Blog
- Specific blog posts
- Seasonal blog posts
- Banner Ads
- Facebook Personal
- Facebook business page/group
- Cover & banners on website & social
- Profile image on all your social media platforms

Offline:

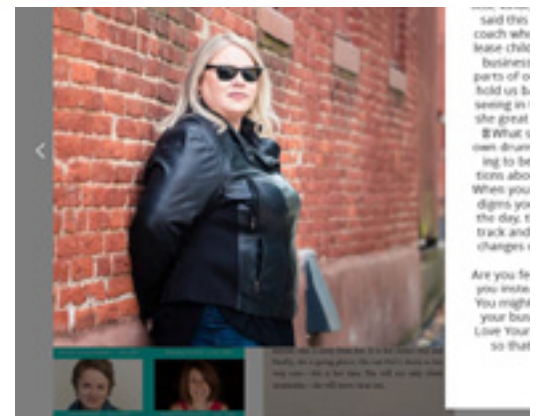
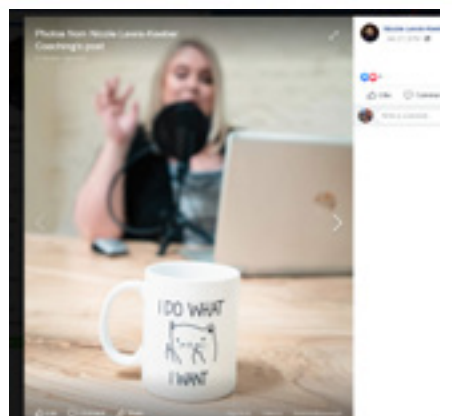
- Business Cards
- Brochures
- Advertisements
- Billboards
- Direct Mail
- Flyers
- Postcards
- Keep in touch with clients
- Promotional Materials
- Notecards
- Thank-you Cards
- Stationary
- Seasonal Ads

 NICOLE LEWIS-KEEBER

Home About Work with Me Resources

SAMPLE: Website & Social Media

You're ready to go from Oh Shit to I Got This



CAPTURING YOUR ESSENCE WITH EVERY CLICK

Click!  *It's time to take action!*



What steps can you take now after reading

A GUIDE FOR **BRAND SHOTS** THAT SELL?

Take action and get clear on your brand, create a vision board and make a list of where you plan to use your personal branding images.

Email me with any questions at
Heike@HeikeMartinPhotography.com

Book your complimentary vision consultation at
<https://heikemartinphotography.com/contact/>

I am here to help you visualize your dreams to create a personalized branding shoot that is uniquely you and helps you stand out from the crowd to share your brand story.

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