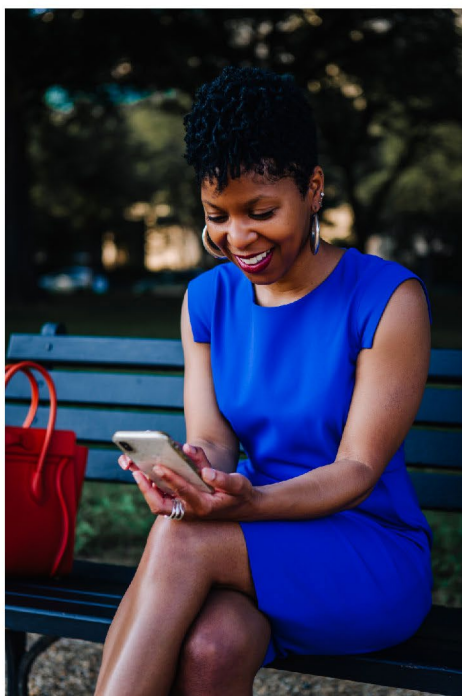


THE BRANDING *• babe •*

2020 BRAND PHOTOGRAPHY PREP GUIDE



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Welcome to The Branding Babe family!

I am so excited for you. You have made the commitment to grow your brand through imagery that connects & inspires your community. I am looking forward to all of the amazing work we will produce together!

There are a few things I want to go over before you jump in front of the camera. I want you to be prepared for the spotlight, and make sure we have the perfect game plan organized to get the most out of our time together.

I've created this prep guide to help you understand the brand photography process on a deeper level. First, we will reconnect to your brand story. Then, we will establish your intention for your session. We will take a dive into the different types of branding images we can create together, so you can decide what types of images will best serve you.

I'll even share my favorite work with you, as well as tons of inspiration from Pinterest, so you can develop a clearer vision of what you'd like your images to capture. And of course, we'll go over choosing locations, wardrobe makeup, props, and more in detail.

Read on, and as always feel free to reach out to me with any questions. I'm here to support you along this amazing branding journey!

With love and confidence,

xo Amanda



Your brand story is the heart of your business.

It's what makes you tick, and what connects you to your ideal target audience. Your story sets you apart from the crowd, and we want that true and authentic story of YOU to be conveyed in every image we take together.

So let's reconnect to your story. If you haven't thought about it in a while, use the questions below as prompts to get clear. Once you feel like you've got your story down to a T, we can begin establishing your intention for your images.

WHO ARE YOU?

(Get specific! Beyond your job title, who are you at the core of your heart? What's your origin story?)

WHAT DO YOU DO?

(Beyond your actual service, what "experience" do you provide that is unique to you?)

WHY DO YOU DO IT?

(What's your mission, your purpose? Why does this work light you up?)

WHO DO YOU DO IT FOR?

(Who is your ideal client or target audience? What are some of the values & interests that you have in common?)

WHAT IS YOUR UNIQUE VALUE PROPOSITION?

(What makes your business & process unique?)
Get specific – what is your niche? How are you different from competitors?

Now that you have your brand story fresh in your mind, let's decide what you'd like your images to say about you and your business. What are your goals for this shoot? Would you like to increase brand awareness? Showcase a product or service?

Maybe you'd like to connect with other major brands or grow your community. Write your intentions down, and let's pick different types of images to convey them. Use the checklist on the next page to mark off the types of images you'd like to capture!

My intention for my images is...



There is a wide variety of types of images we can capture to elevate your brand. Place a check mark next to the types of images that are most important to you for us to capture. Then use the space provided to write any specific notes or visions you have in relation to those images.

HEADSHOTS

A quality photo of you smiling at the camera (traditional headshots focus on your face and are taken from the waist up, but we can get creative!)

notes _____

LIFESTYLE

Show off your personality and day to day life (playing with your kids, shopping at your favorite boutique, lounging in your living room, reading the paper at your neighborhood coffee shop, etc.)

notes _____

INSPIRATION

Capture photos of what inspires you (a location, resource, books, magazines, a person, etc.)

notes _____

WORKSPACE

Your audience wants to see WHERE the action happens (your desk, your bed, your couch, a full office space...anything goes!)

notes _____

CREATIVE PROCESS

HOW you get your work done (this can be a photo of you on your computer, writing ideas on a whiteboard, organizing materials, etc.)

notes _____



PROPS

Show off some fun props (books, gift boxes, mugs with funny quotes, pens & journals, handbags, etc.)

notes _____

TOOLS OF YOUR TRADE

Your go-to work supplies (camera, art supplies, a planner, writing/drawing utensils, makeup brushes, yoga mat, etc.)

notes _____

PRODUCTS

Show us what products you sell (or you offer a service, focus on images of your process or photos of happy clients)

notes _____

UNIQUENESS

What makes you different and interesting? Do you love to hula hoop? Collect graphic tees? Have a hidden talent? Show it off!

notes _____

SEASONAL OR HOLIDAY

Capture seasonal photos every quarter to celebrate different times of the year (beach items for summer, ornaments for Christmas, cake for your birthday etc.)

notes _____



Lets get visual!

Your intention has been set and you've decided on the types of images you want to capture. Now I want to see all of those gorgeous ideas spinning around in your head, or at least see something similar to them to better understand your vision.

Please put together a Pinterest mood board with 15-30 images as inspiration for your session. I've put together a Pinterest board with tons of awesome ideas to help you get started! You are more than welcome to pull pins from my board.



MY PINTEREST MOOD BOARD

<https://pin.it/pb7qnzx6qmchsp>

The best way to design a mood board with great visual inspiration is to pick photos that communicate a feeling or emotion you want to convey. If you have specific poses, positioning or other elements you'd like to incorporate into your shoot, make pins for those too!

When pinning, please use the caption to explain what you like about the image. This both helps me to understand what catches your eye, and you remember why you pinned it when you refer back! Ideas of what to look for and comment on include: Poses, Location, Colors, Props, Clothing, etc.

BONUS TIP: Look at inspiration outside your industry to set yourself apart. The key is to not plan to replicate the images exactly but to use the board as inspiration to create your own custom brand images.



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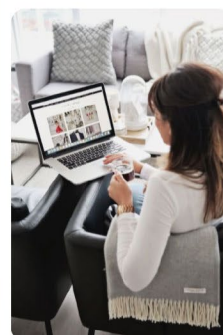
PORTRAITS — MK



My Ultimate 2018 Summer Bucket List | M Loves M



Medium? WordPress? Can't decide? Here are our favorite...



Customer Journey: Ordering or Browsing report



@Meg_legs



Best 9 to 5 Outfits to Wear Now — Practically Fashion

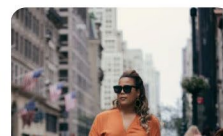
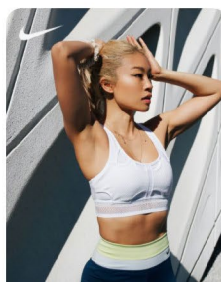


interior design by April and May — APRIL AND MAY



7 canales de Youtube para...

M10 Mujer de 10



The Plus Size Influencers Who Have Some of the Best Plus...



The locations you choose are essential for conveying your brand story. If you want to capture your process, picking a location where you work is the perfect choice. Maybe you have an office or a studio space where you meet with clients. Capturing images there can provide a wonderful preview of your client experience. Or perhaps you want bright and engaging headshots. A beautiful outdoor spot or simple interior with plentiful natural lighting can set the perfect scene.

Wherever you decide on, think back to your intention and inspiration images. Think of places important to your work process or locations that are near and dear to your heart. Those are good places to start.

Need suggestions and inspiration?

For free-to-access indoor and outdoor locations in the DMV area, check out my Pinterest board here:

[VIEW THE PINTEREST BOARD!](#)

If you are interested in renting a space to convey a certain mood or portray your ideal office environment, check out my favorite studio and boutique rentals on Peerspace here:

[VIEW THE RENTALS LIST!](#)

MY LOCATION IDEAS

1. _____

2. _____

3. _____

4. _____

5. _____



When choosing clothing and accessories, there are a few things to take into consideration.

First, think about your brand colors. What colors represent you and your business? Let's incorporate them into your wardrobe. You can showcase a different brand color in each look we capture.

Second, what feeling do you want your brand images to convey? If you are going for a fun and flirty vibe, dresses and heels with a variety of accessories might be the way to go. If you are trying to convey a more calm and comfortable feeling, yoga pants and fuzzy slippers might be perfect to bring to your shoot.

Maybe you have a uniform or dress code for your business. Capturing images in your professional attire could also be the best way to tell your story. Look back to your intention, and then begin creating a list of outfits and props will best tell your story. No matter what, choose looks that feel true & authentic to you so that your personality shines through in your images.

If you want help from a professional stylist, I am happy to recommend someone who can help you shop for your session. Link to recommended vendors page [HERE](#).

Ideas for my looks

LOOK ONE

LOOK TWO

LOOK THREE



I highly recommend hiring a makeup artist and/or hair stylist for your portrait session. Taking a little extra time to look & feel your best the day of your shoot can make the world of a difference for your confidence in front of the camera.

Professional hair & makeup artists can offer you any level of makeup, from natural and barely noticeable looks to over-the-top glam. If you don't typically wear makeup while you work, you may opt for a more natural look to showcase an honest experience to your clients. If you're a complete fashionista, going for a bold and colorful style might be the best way to highlight your personality. We want your hair & makeup to make you feel like the best version of yourself!

Need an artist recommendation? I have several talented & trusted artists I am happy to share with you.

[VIEW THE VENDORS LIST!](#)



Props & styling can play a major part in your brand photo session. Even if you are going for a minimalist look, simple background decorations and elements help set the mood for your images, and aid in the story-telling process.

If your intention for your session is to capture work in progress images at your office, think about the layout of your room and the decorative interior elements. If you're a nature-loving wellness brand, you might want to showcase house plants or succulents in the background of your images, and use a cup of tea or essential oils as props. If you're a lawyer, having your certifications hanging on the wall, a scale of justice on your desk, or nameplate on your door might be better for telling your brand story.

Don't overthink it! Most of us naturally have props sitting around our homes or work spaces that carry great meaning and convey our professional talents. Do a little bit of scouting and put together a collection of what you have. If there are specific items you feel the need to buy, shops like Target or Home Goods have an awesome selection of office supplies and decor that can meet your needs without breaking the bank.

PROPS I OWN:

PROPS I NEED TO PURCHASE:



BRAND QUESTIONNAIRE, STRATEGY SESSION, GAME PLAN, SHOOT!

Congrats, babe! You've made it through the prep guide. Take some time to think over everything we've covered and brainstorm ideas for your session. To make the most out of this guide, print it out and use it as a workbook to write out all of your thoughts.

Once you're ready, head on over to the custom brand questionnaire link I've sent to you via email. This is your chance to share all your juicy ideas with me! Your questionnaire answers will help me to understand your vision for your images and structure a game plan for your session.

I'll be in touch over the next few weeks to confirm the details shared in your questionnaire. Then we'll finish off the planning process with a video or phone strategy session to secure your session game plan.

I am thrilled to better get to know you & your brand, and help usher you into a new era of brand greatness!





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