Brand Photography

BEYOND THE HEADSHOT

Juniper Berry Photography

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Contents

3 **Why do I need a branding photo shoot?**
Stand out from the noise

4 **I'll help you plan**
A strategically planned photo shoot

5 **Pre-Shoot Consultation**
Your photo shoot will be approached with purpose

5 **Your images**
Digital Delivery

6 **What to wear**
The Workbook will make it clear

7 **Where can I use my images?**
A list to inspire you

9 **Your portrait**
Six different portraits that help convey your brand

13 **Next Steps**
How do I get this ball rolling?

14 **FAQs**
Let me know if you have any questions

15 **Thank you**
Let's work together

Why a branding shoot?

Your customers are visual people. It's said that 93% of consumers admit that visual images are the #1 factor that influences their buying decisions. This means your imagery needs to work hard to inspire your audience and clearly communicate your brand story.

It's a crowded and noisy world out there and thousands of businesses are shouting to get your client's attention.

Do you feel like your market is saturated?

The competition is fierce and as business owners it can feel like we're pushing water uphill when trying to stand out from the crowd and connect with our ideal clients.

A branding photo shoot will help you stand out from the noise, position yourself as an expert and convince your ideal client to hire you vs your competition.

You're not the only person doing what you do, but you are the only *you*. So let me help you plan a brand photography session that highlights you and your business in a genuine way and connects you with your ideal client.

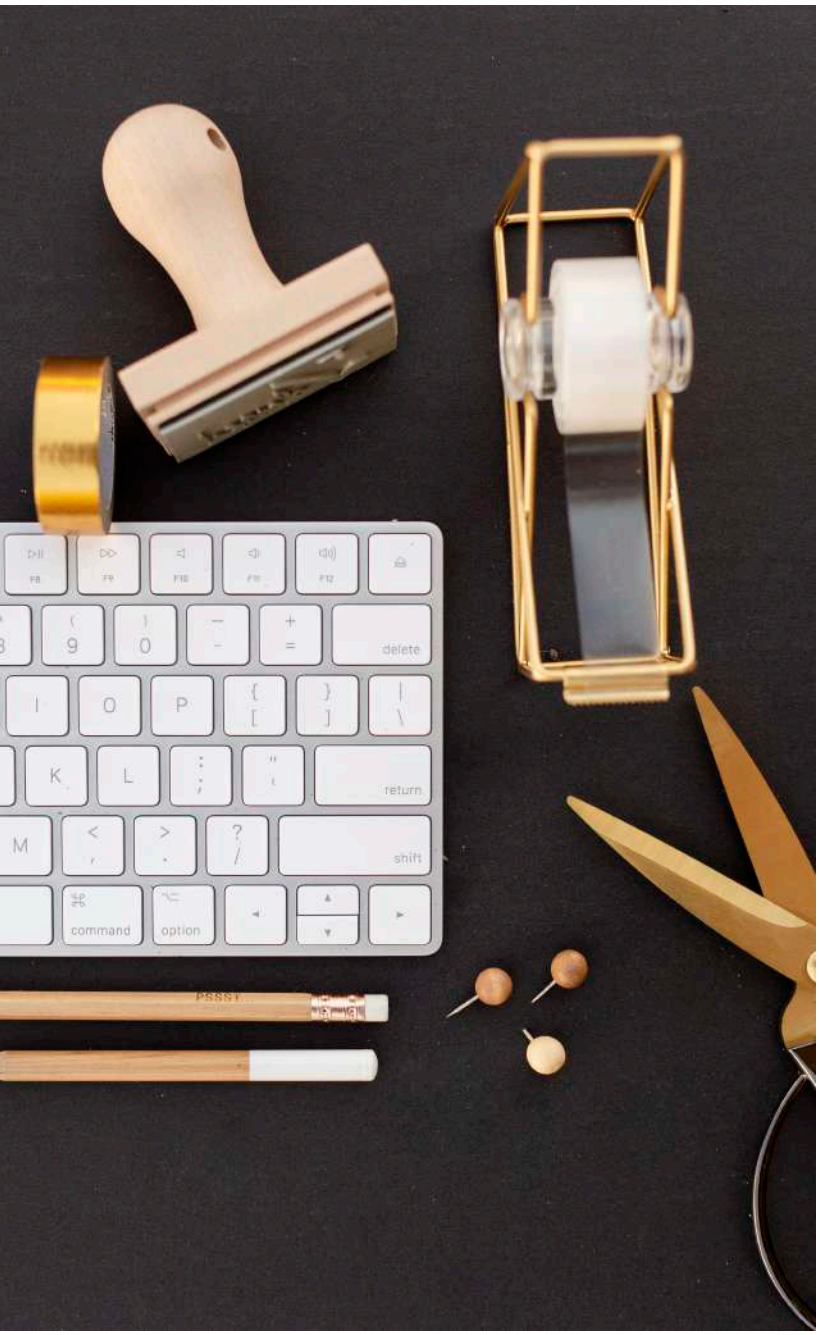
Imagine always having a beautiful on-brand image to post, quality images for print and an updated website.

I'll help you plan

A branding photo session is a strategically planned photo shoot that allows you to secure a catalogue of cohesive and on-brand photos for wherever your business presents itself.

There's a lot to think about but I'll help you get the most out of your photo session by helping you properly prepare. We will go into the shoot with intention.

You need a new landing page or website page? No problem, you will have a digital library of gorgeous images to pull from.



PRE-SHOOT CONSULTATION
and the Branding Workbook

To ensure your unique message is reflected in your visual branding. Every shoot includes a one-on-one consultation so I can get to know what's important to you, your business and tailor the photo shoot to your brand. I've designed a workbook that systematically guides your thought process through various questions and prompts that lead to a strategic shoot plan.

We will use story, emotion, expression, props and locations to communicate your unique brand.

Your shoot will be approached with purpose and we will both be on the same page come shoot-day so you get the most out of the experience.

YOUR IMAGES

Your high-resolution professionally edited images will be delivered to you via an online gallery. These are unwatermarked images that you can use for whatever you'd like and however you want. For some inspiration see page 7.

"I'm not special or gifted, I just keep getting up."

Jasmine Star

What to wear

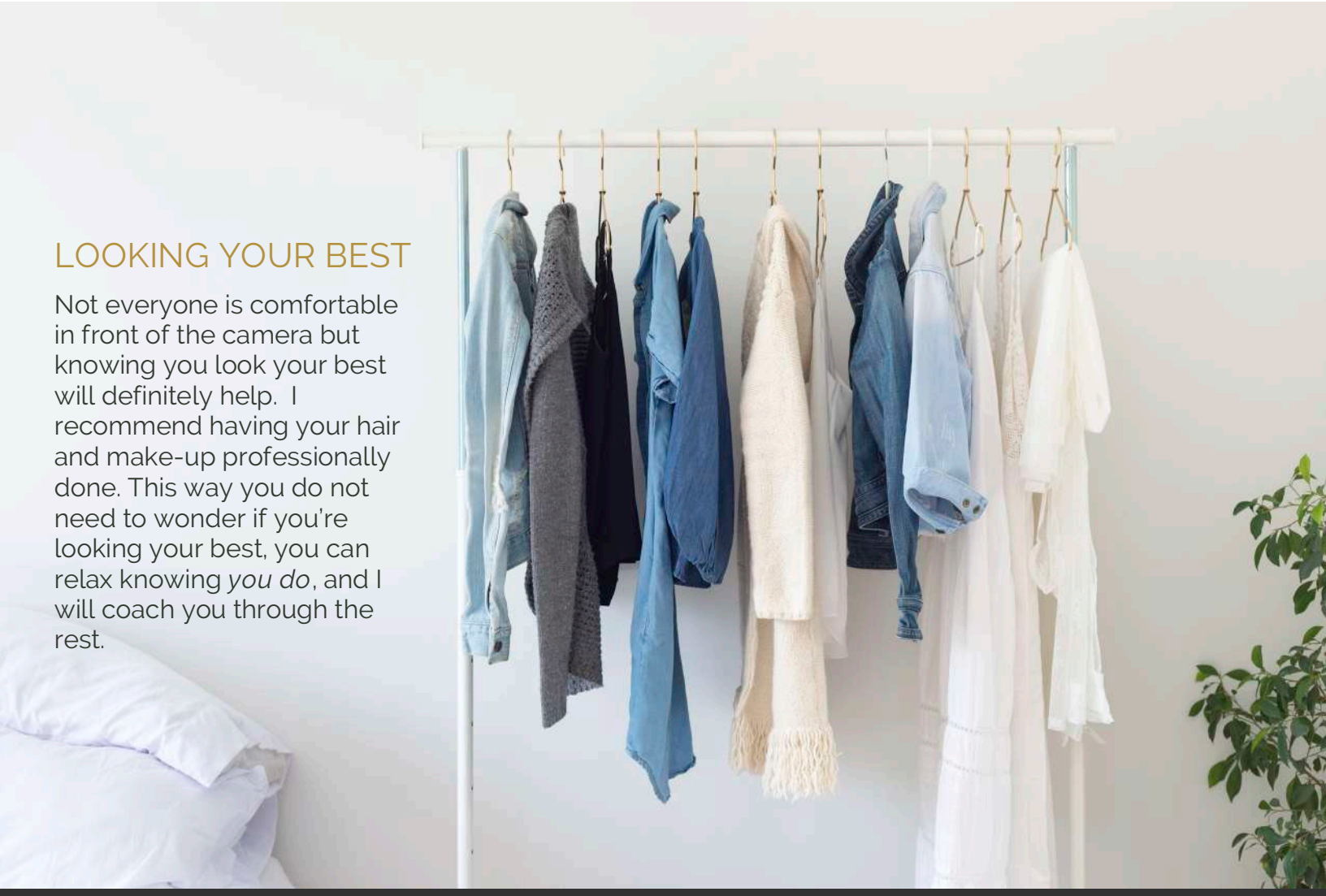
Depending on your session choice, I will most likely recommend multiple outfits, or an outfit that can be easily styled differently by layering.

You will get the most miles out of your shoot when we can get a variety of looks.

Your images can look incredibly different just by changing the clothing you wear. No need to overthink this, once you complete the Branding Worksheet the right choices will be clear.

LOOKING YOUR BEST

Not everyone is comfortable in front of the camera but knowing you look your best will definitely help. I recommend having your hair and make-up professionally done. This way you do not need to wonder if you're looking your best, you can relax knowing *you do*, and I will coach you through the rest.



Where do I use my images?

Create a strong cohesive brand by using your images across all of your communication. Here are a few, let me know if you come up with more…

1. Blog posts (guest posts too!)
2. Branded goods like: mugs, t-shirts, etc.
3. Branded print assets like: brochures, membership cards, gift certificates, price guides, other stationery
4. Business card
5. Company mood board to define and communicate your brand aesthetic (required by your graphic or web designer)
6. Contracts or service agreements
7. Desktop/phone backgrounds
8. Email newsletters
9. Email signature
10. Facebook posts/header/ads
11. Instagram posts/stories/ads
12. Landing pages
13. Media kit
14. Office art
15. Pinterest graphics
16. Presentations
17. Product listings
18. Product packaging or book cover
19. Profile photo
20. Posters
21. Publications or press submissions
22. Thank you cards, postcards etc.
23. Upcoming sale or promotion graphics
24. Website

After utilizing your images in your marketing efforts, you will promote more connection to you and your business, which leads to more social media engagement and higher conversions from websites.

Let's show them why they should choose you and not your competition.

Heidi Jewell
Your Photographer

Your Portrait

An engaging professional headshot is probably the single most important asset you have for your personal brand. You, as the business owner, are the face of your business and for that reason, having a quality headshot is essential.

Move your brand from invisible to making an impact. In the following pages I explain six different portrait styles that are more than just pretty pictures - they're strategic and intentional. Their goal is to portray the many layers of your business: what you do, what it feels like to work with you and how you're different. What makes you, *you* is what makes you stand out.

These visuals will help the viewer understand your business better, build trust and inspire them to take action – all without saying a single word.

It's important to have quality images that portray a brand image to potential customers who aren't just researching *what* you do but are also just as interested in *who* you are.

The 6 Different Portraits

01 YOUR POWER POSE

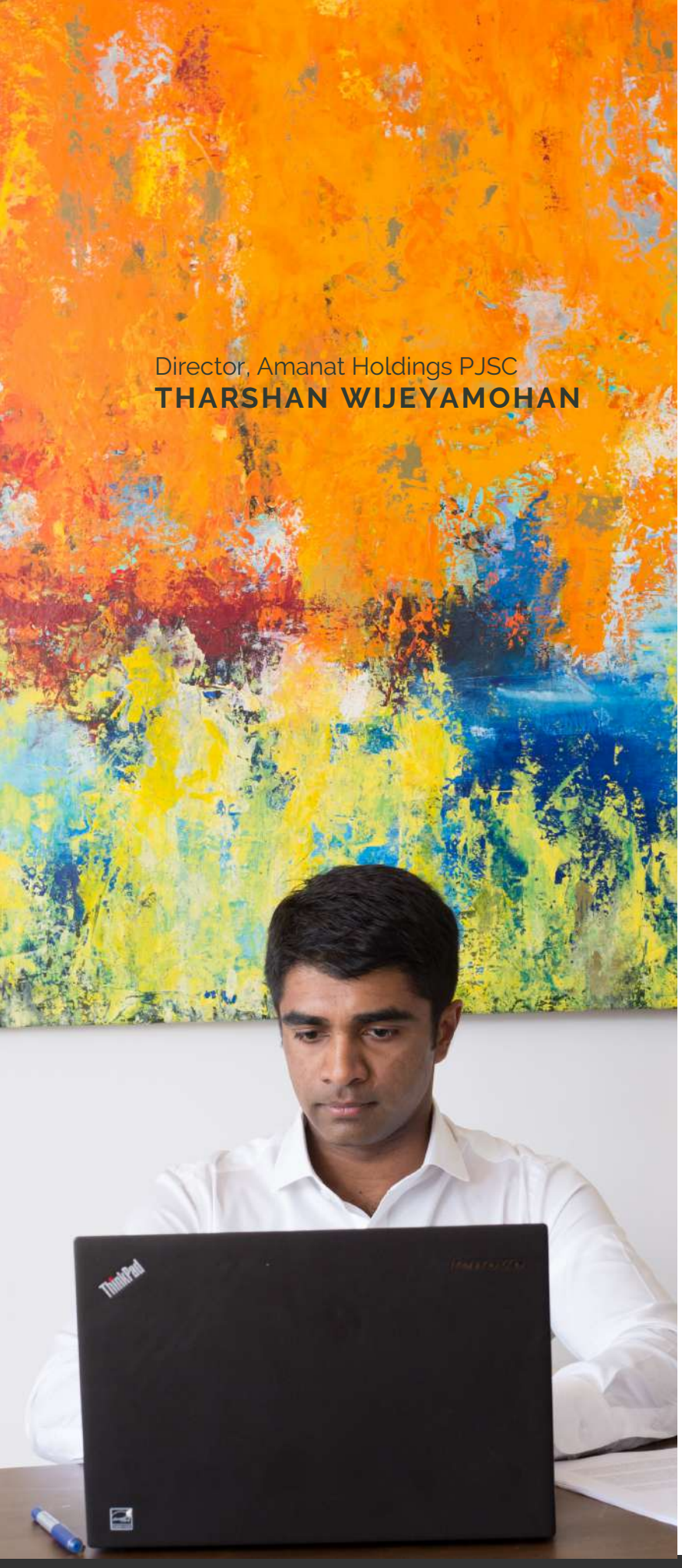
Also known as your headshot, this image is your first impression. It's often the first point of contact potential clients have with your business. It should look professional, polished and show a touch of your personality. Traditionally, this photo is a tight, close up portrait from the shoulders up with a clean background but we don't have to be traditional....

02 WORKING GIRL

Give your audience an inside look into your business life. Show them how and where you work and all the steps of your process. When you give the viewer a peek into your story, they feel more connected to you and your business.

03 PASSION PORTRAIT

How do you feel about your business? How do your clients feel when they work with you? What's the personality of your brand? When you share your passion in photographs, you can attract and inspire your audience. We will use mood, expression, emotion and story telling to connect and communicate what it feels like to work with you.



The 6 Different Portraits

04 LIFESTYLE LENS

Humanize your business by sharing your interests, hobbies activities and habits. When you share a slice of your personal life, you give your audience another way to get to know and relate to you. This builds the know, life and trust factor.

05 FUTURE FORCAST

Where do you want to take your business in the next 2, 5 and 10 years? Communicate that vision with a visual story. This will not only give your audience a preview of your big business dreams, but it may kick-start them into motion.

06 STORYTELLING STOCK

Yes, your stuff is worth sharing! Include visuals of the everyday items that surround you, like mugs journals, books, flowers, branded collateral, etc. These objects will help support and fill in the blanks of your brand story.

“

Seeing Heidi's work I didn't have any hesitation to enjoy a photography shoot with her, I had both a product based and an in person photo shoot. Both turned out amazing! Mainly because Heidi is very creative and approached my thoughts with fresh fun ideas! She surprised me with her countless pictures of the products I dropped of and worked her magic. She delivered some fun and professional pictures for my blogs! But not only that, I loved the fact that our communication went very smooth and the energy between us was great! I would highly recommend Heidi if you are looking for a creative, fun, professional photographer who loves what she's doing and will create your wishes into reality!

- Yvonne

Next Steps

Get in touch. Let's talk about your needs and which session will suit you best. Branding Sessions start at $250.

We will schedule your session, have a pre-shoot consultation and I'll pass you the Branding Workbook. I strive to give my clients an enjoyable photography experience and one way I do this is to help guide them through to their session. That said, if you prefer, we can work through the workbook together and I can help put your ideas into a vision.

I would be happy to answer any questions you may have.

I'd love to hear from you.

Call me and I'll help you start presenting your business in a way only you can.

FAQs

So your images can be used online and in print, you can be supplied with unwatermarked high-resolution files.

Yes, Juniper Berry accepts credit card payments.

Pay for your favourite collection with smaller stress-free increments using Juniper Berry's interest-free payment plan.

I will send you a link to access your gallery of digital images and you can download your images right to your computer or share the link with your marketing team.

Use your images anywhere you promote your business.

Thank you ...

. . . for considering Juniper Berry for your Branding Session.

I'd love to hear from you and would be happy to answer any questions you may have.

What does your photography say about you?

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