

CREATING AUTHENTIC IMAGES TO CONNECT
WITH YOUR IDEAL CLIENTS AND HELP YOU
CREATE YOUR DREAM BUSINESS



5 STEPS TO A GREAT BRAND PHOTOGRAPHY SESSION

STEVE HULL BRAND PHOTOGRAPHY



I get it, establishing your brand, whether it's by adding images to your website, or posting to Instagram regularly is a full-time job all by itself. And you've already got one full-time job which is running the business you love! Which is why you started all this in the first place. Who needs two full-time jobs!

That's where I come in. I'm Steve Hull. I'm an expert image maker. That's my full-time job. I help people like you craft a visual brand that will attract your ideal clients and help you build the business you dream of. In the next few pages, I'll start you off with five simple steps to get the most from a business branding photo session. So read on . . .



1 TAKE AN INVENTORY

Your brand should be cohesive. Every time a client interacts with you, your website, or your social media, they should feel a consistency in the colors you use and the vibe you project.

Do you have one color palette for your website, your logo, and your Instagram and Facebook feeds?

Is your brand casual, quirky, sporty, fun, elegant, minimalistic?

To create that dream business you're after, it's important to be as specific as you can with the details. So, you'll want to convey that color palette and that sense of style with all your visual media.

What's your vibe?

PICK YOUR PHOTOGRAPHER

The truth is, if you're not comfortable with your photographer, it will probably show up in the end results. You want someone who gets your vision, and can help you start attracting your ideal clients. Start by taking a look at a photographer's work to see if you respond to it. Can you picture yourself in some of the photos you see?

But, that's really just the first step. Next, you need to have a conversation with your prospective photographer.



You should come away from that talk with a clear idea of what you'll be getting and what the experience will be like, start to finish, no surprises.

Maybe you're someone who feels insecure in front of a camera. A good photographer knows how to put you at ease and will definitely know how to make you look good! And the right photographer will make sure they understand your goals and values so that they can create imagery that speaks your language.

WHAT IMAGES DO YOU NEED?



You'll want your photo session to provide you with photos for a number of different purposes.

Here are some ideas:

Modern Headshot with you in your work environment



A head and shoulders shot to update all your social media profiles

Behind-the-Scenes photos of you at work

Still-life images of tools or objects associated with your brand

Interaction with clients or customers



Emotional photos - think celebration, relaxation, being silly, etc.

You with technology (if that's part of your business)

4 GET IT ALL TOGETHER

Start putting together all the things you'll want to bring to the shoot. A good place to start is your wardrobe. Choose clothes that fit you well, and that you feel most comfortable in. Think back to your brand color palette and style vibe . Are you making clothing choices that fit with those colors and style choices? Will your wardrobe choices speak to your ideal client?

Also, be sure to bring along some tools of the trade you use in your work. That might be something large and involved (like the bike you ride to work on every day), or something as simple as the cellphone you just can't live without. Don't be afraid to think outside the box here!

A couple of other thoughts:

Location - We could work in your office, outdoors, or even at a rental location (easier to do than you'd think!)

Makeup and Hair - we can provide that service, and it's often a great idea!





BRING YOUR BEST SELF

If you Google “brand photography” you’ll see lots of smiling models perched on the corner of a desk in an all-white room. If that’s really you and your brand - great, let’s do it! But, I’m betting there is a lot more to you than that. Remember, the whole point is to connect with the clients you want to attract to your business.

The purpose of a meaningful brand is to show the human being behind the company. People want to know the person behind the product or service they are thinking of buying. Capturing good photos is less about the superficial look, and more about taking the time to find (and reveal) your authentic spirit!



LET'S GET IN TOUCH

SCHEDULE A DISCOVERY
CALL NOW!

I'm passionate about photography,
and I want to help you discover your
authentic brand so you can attract
your ideal clients and grow your
dream business!

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