



FREE BRAND PLANNING GUIDE

THE PERSONAL BRAND SHOT LIST

25 images every entrepreneur should have

A smart branding session should leave you with more than a headshot. Use this list to build an intentional image library for your website, social media, marketing, launches, press, speaking, and everything in between.



PERSONAL BRANDING

THE 25-SHOT CHECKLIST

Build a library, not a handful of photos.

PORTRAIT ANCHORS

- 01 SIGNATURE HERO PORTRAIT**
The image that can lead your homepage, bio, or launch.
- 02 CLEAN HEADSHOT**
Simple, polished, and instantly usable for profiles and press.
- 03 THREE-QUARTER PORTRAIT**
A versatile crop for websites, features, and marketing.
- 04 FULL-LENGTH PORTRAIT**
Shows wardrobe, posture, and more of your visual identity.
- 05 HORIZONTAL PORTRAIT**
Leave breathing room for website copy, headlines, and ads.

YOU AT WORK

- 06 AT YOUR DESK OR LAPTOP**
A natural working image that says what you actually do.
- 07 USING YOUR TOOLS**
Camera, notebook, product, instrument, equipment, or craft.
- 08 CLIENT OR CONVERSATION MOMENT**
Show the human side of how you serve people.
- 09 BEHIND THE SCENES**
Planning, prepping, creating, setting up, or making decisions.
- 10 HANDS AND DETAILS**
Close-ups create texture, variety, and great supporting content.

PERSONALITY + LIFESTYLE

- 11 MOVEMENT SHOT**
Walking, turning, reaching, or interacting so the frame feels alive.
- 12 CANDID LAUGH**
Warm, unguarded energy gives your brand a human pulse.

PERSONALITY + LIFESTYLE (CONT.)

- 13 SIGNATURE RITUAL**
Coffee, sketching, journaling, music, travel, or your real routine.
- 14 PERSONAL DETAIL**
Jewelry, shoes, glasses, tattoos, props, or something unmistakably you.
- 15 ENVIRONMENTAL PORTRAIT**
Place yourself in a location that helps tell the story.

AUTHORITY + STORY

- 16 SPEAKING OR TEACHING**
Useful for expert positioning, workshops, podcasts, and press.
- 17 PLANNING OR THINKING**
A quieter image that signals strategy, depth, and expertise.
- 18 THOUGHT-LEADER PORTRAIT**
A confident image with stronger presence and visual authority.
- 19 TEAM OR COLLABORATOR**
If people are part of the business, show the relationship.
- 20 THE SIGNATURE 'YOU' IMAGE**
One frame that nobody else in your industry could convincingly own.

MARKETING MUST-HAVES

- 21 VERTICAL SOCIAL IMAGE**
Built for Reels covers, Stories, Pinterest, and mobile layouts.
- 22 SQUARE-FRIENDLY CROP**
Useful for profile grids, carousels, and social tiles.
- 23 WEBSITE BANNER**
Wide composition with room for headlines and calls to action.
- 24 LAUNCH OR CAMPAIGN IMAGE**
Create at least one frame with a specific promotion in mind.
- 25 GRAPHIC-FRIENDLY NEGATIVE SPACE**
Give designers clean room for text, logos, dates, and offers.

BEFORE YOUR SESSION

Turn the shot list into a strategy.

Answer these before you choose outfits.

- ☐ **Where will these images live?**
Website, social media, email, press, speaking, ads, launches.
- ☐ **What do you want people to feel?**
Choose 3 words: polished, warm, bold, editorial, playful, trusted...
- ☐ **What are you selling next?**
Plan images around the actual offers, launches, or services ahead.
- ☐ **What does your brand need more of?**
Authority? Approachability? Personality? Process? Lifestyle?
- ☐ **What should we leave room for?**
Think website copy, graphic overlays, headlines, dates, and logos.

MY BRAND SESSION

QUICK PLANNING NOTES

THREE BRAND WORDS

TOP 3 PLACES I NEED IMAGES

NEXT OFFER / LAUNCH

MUST-HAVE SHOTS

WARDROBE / PROPS

Your brand does not need more random photos.

It needs a useful visual library. Bring this list to your planning call and we can build a session around where your images need to work, what they need to communicate, and what your business is doing next.

START YOUR BRAND SESSION