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Capturing brands and creating visual stories

FIVE

Must-Have Photos Every Business Owner Needs

As a business owner, your personal brand is everything. The right photos can boost your credibility, attract your ideal clients, and set you apart from the competition. Ready to step up your personal brand?

Let's dive into the 5 essential photos every business owner needs

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Must-Have Photos Every Business Owner Needs

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1. The Professional Headshot

Your headshot is your digital handshake. Make sure it's professional, approachable, and on-brand. This should be the photo you use on your website, social media profiles, and LinkedIn. A simple background and natural lighting work wonders, but it should still reflect your personality.

Pro Tip: Wear something that aligns with your brand's colors and vibe.

2. The "In Action" Shot

Show off your expertise by capturing yourself in action—whether it's coaching a client, designing, or working behind the scenes. This brings authenticity to your brand and lets potential clients see you in your element.

Pro Tip: Look for moments where you're truly focused or interacting naturally.

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3. Lifestyle Photos

These are more relaxed, showing your personality and interests outside of work. They give clients a glimpse into who you are as a person. It could be as simple as enjoying a coffee, walking in a park, or laughing with friends. People buy from those they trust, so showing the real you helps build that connection.

Pro Tip: Incorporate props or settings that reflect your life and brand values.

4. Speaking or Teaching Shots

If you give talks, webinars, or lead workshops, show it off! These images position you as an expert in your field and build authority. Even if it's an informal setting, capture moments where you're sharing knowledge.

Pro Tip: If you don't have these shots yet, stage a mock session or event for the photos.

5. The Personal Brand Statement Photo

This is the shot that truly represents your business vision. It could be an image of you in your workspace, a signature outfit, or doing something that encapsulates your brand's message. It should be eye-catching, aspirational, and reflect your unique brand.

Pro Tip: This image will often be the centerpiece on your website or sales page, so make it powerful!



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Ready to Build Your Brand?

With these 5 essential photos, you'll have the foundation to boost your business presence and connect with your audience. Remember, these photos aren't just about looking good—they're about telling your story and showing the world what you and your business stand for!

Want help creating these perfect shots? Let's chat about your next brand photoshoot

Contact me and I'll provide you some personal feedback and advice.

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