



Evaluate Your Current Business Portrait

Score each item from 1-5 how true is the statement:

- You are happy how the portrait shows the real you
- You are getting comments on the picture other than "nice pic"
- The picture has elements in it that refer to your business
- It is telling a story
- It is appealing to my ideal customer
- You felt comfortable in what you were wearing and you are usually wearing similar style to your business meetings
- Your clothes nicely match the rest of the picture
- The photo includes your full head and bust
- You are making eye contact with the camera
- You are smiling but not laughing out loud
- The picture is taken on an angle and is not a passport style face forward and smile against a white wall

Other photos you use

Score each item from 1-5 how well you feel they align with your brand and message currently

- Other portraits to introduce you
- Your Facebook portrait and images are different from your LinkedIn
- You have used funny photos for marketing
- You have team photos on your website and you share them on your social media
- You have photos that describe you at work
- You write blog / newsletter and you use your own pictures to illustrate them
- You have office / work environment photos
- You have product photos
- You have photos of products in their natural environment

Increase Likeability
Stand Out
Attract More Clients
Be Remembered

Contact me for your personality photos
www.personalityphotographer.com.au
pille@personalityphotographer.com.au
0452 074 597





Let's create your shootlist!

To start, tick as many as you think you need and minimise down later

Portraits

- LinkedIn portrait
- LinkedIn cover photo
- Facebook Portrait
- Facebook cover photo
- Webpage Contact Me page
- Webpage About me page
- Different sides of me to go onto the About me page:
 - business side
 - personal side
 - other _____
- Email Signatures
- Skype Photo
- Newsletter footers
- Individual team member portrait photos
- Individual team members with their hobbies

Printed materials

- Business Cards
- Flyers
- Banners
- Brochures
- Greeting cards
- Thank you notes
- Car signs

Miscellaneous

- Special offers
- images for quotes
- Images for tips
- Funny sayings
- How customers feel with your product
- How customers feel without your product

Website

Banner photos. Do you need different ones for different pages? (landing page, content pages) List them here:

- _____
- _____
- _____
- _____

Products / Services

- What you offer - your services / products in studio environment
- Details of the products you offer
- Your products in their natural environment
- Your products being used by the customer
- You meeting with clients
- You doing what you do





Marketing Photos for your products / services

How can you best show off your product service in an image?

Now match it with your brand voice / archetype

Props you can use for your photos

Think outside the box. Think of synonyms and things to say your message differently.

For example do you give people ideas? Use a lightbulb. Do you help them catch more clients? Use a lasso or a fishing rod. What items do you use daily in your business? What items do your clients use in their daily lives? Do you share quotes, tips or motivational sayings. Create the photos yourself to emphasise your uniqueness and brand.

Hashtags you use

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