



# Photography for Professional Speakers

## What can branding photography give you?

Photography is a way to communicate your and your business' personality, uniqueness, and professionalism your brand message to your customers. Understanding this allows us to create some amazing images which will bring more customers to your business.

In the past, corporate photography was limited to images of smiling professionals and people shaking hands in business attire.

Often these were stock photos. But stock photography will never create the connections and trust with your business!

Marketing and sales specialists have said that on average it takes about 5 hours to build trust with your customers. Having fun

and/or serious photos online will already cut down some of that time, especially if the photos represent the true you and your brand and what your brand stands for. Photography that is branded to your business and personality will help you tell a story.

If you think of big powerful brands, you notice they all have very powerful and consistent imagery.

- **90 % of information we perceive is visual**
- **the human brain can process images 60 000 times faster than text**
- **Photos on Facebook generate 53% more likes and 104% more comments than text**
- **Articles with images get 94% more views**

### What stories are your business images telling?

Are they cooperating, or are they contradicting your message?

Having a professional "Headshot" is important, but with everything getting more and more visual and more competitive, it is even more important to have creative images, that show off what you are about and create connections with people. To have your online photo be truly a personality photo.

Main reasons for using good photography for your business are:

1. **Stand out** - be noticed in the noisy marketing world.
2. You only get **one chance** at a first impression.
3. Make it count! **Using creative images** will tell your story and create action
4. Using **professional images** makes you look professional

Grab the **ATTENTION** of your **IDEAL CLIENTS** with **FRESH** images!

Avoid **Banner Blindness** and update your images at least in every 2 years!



*As a speaker it is important to have images that are an accurate representation of who I am as a professional. Pille has an eye for details and knows how to capture your personality in a way that you feel comfortable. Having worked with Pille for branding and profile photos, event photography and family photos, in addition to collaboration on marketing events, she is a pleasure to work with and will guide you to achieve the results you are seeking.*

Jo Saunders, Wildfire Social Marketing

Increase Likeability  
**Stand Out**  
Attract More Clients  
Be Remembered

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# Evaluate Your Current Business Photos

## What do Your Current Photos Tell About You?

Score each item from 1-5 how true is the statement (1 being not at all and 5 being absolutely):

- 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
- The picture is telling a story
- It is appealing to your 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 photos are not older than 2 years
- You are making eye contact with the camera
- You are smiling and 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
- You have other portraits to introduce you
- Your Facebook portrait and images are different from your LinkedIn
- You have different photos in your photo bank 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

20-40 points

Start-up

41-80 points

Been  
around

81-100 points

Well -  
established  
brand



*Pille has supplied all of the MyCL professional photos. We use them on our website, Facebook page and other promotional materials She carefully listened to us and helped us decide what photos were required. MyCL will be engaging with her in an ongoing bases as our business grows. Thanks Pille.*

Melanie Gray, My Computer Lab

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## Some Ideas to Create Your Image List!

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 you for website About me page
- In action photos as speaker
- In action photos talking to clients or attending events
- In action photos of you working
- Lifestyle photos of you for any media articles
- Quotes with your photos
- Email Signatures
- Skype Photo
- Newsletter footers
- Individual team member photos

### Website

- Home page, banner images at top of page
- Services and Products page
- Meet our team page
- About Us page
- Contact Us page
- Blog banners and articles
- Media Kit & Speakers Bio: photos in different settings, styles and formats
- Testimonials Page (photos of your clients)
- Landing Pages
- Downloads/Free gifts Opt-in box

### Printed Materials

- Business Cards
- Flyers, booklets, product info packs
- Banners
- Books (front and back covers plus bio on the inside)
- Worksheets, workbooks & manuals
- Order forms
- Presentation folders
- Greeting cards
- Thank you notes
- Car signs
- Building signs
- Promotional items: calendars, magnets, mouse pads, stickers, labels

### Online Marketing

- E-Newsletters
- Email campaigns
- Web magazines
- Web directories, affiliate websites
- E-books (front and back covers plus images throughout)
- Customised thumbnails for your Webinars, YouTube videos/POD Casts etc.
- Media kit ready to go

### Miscellaneous

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

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## Packages On Offer

### The Vibrant You Speaker Package 1

Portraits and in Action Images

#### Includes:

- Event photography for 1 event, 1 hour including all photos taken (extra hour \$200)
- Photography session for portraits and marketing images (up to 2 hours, one location)
- Consultation for marketing ideas for your business and creation of personalised image list
- Use of portable studio lights at your location
- Several images to choose from
- 5 full size high quality edited portrait images
- Creative directing
- Pose coaching

#### Extras:

- Extra photos: \$40 per photo
- Studio rent extra: \$50 /hour
- Editing chosen photos to suit social media and web size

**Price: \$590**

Separately purchased worth \$490 + \$250, save **\$150**

### Magnify Your Presence Speaker Package 2

Portraits and in Action Images

#### Includes:

- Event photography for 1 event, 1 hour including all photos taken (extra hour \$200)
- Photography session for portraits and marketing images (up to **3 hours**, one location)
- Consultation for marketing ideas for your business and creation of personalised image list
- Use of portable studio lights at your location
- Several images to choose from
- **10** full size high quality edited portrait images
- Creative directing
- Pose coaching

#### Extras:

- Extra photos: \$40 per photo
- Studio rent extra: \$50 /hour
- Editing chosen photos to suit social media and web size

**Price: \$850**

Separately purchased worth \$750 + \$250, save **\$150**



*I love Pille's work - my website is filled with it! Pille works quietly in the background at events, unobtrusively capturing magic moments with very high quality images. I recommend her to my clients - her portraits are stunning. She has the knack of capturing the "personality" of events as well as people.*

Pauline Bright, business coach, Bright Business

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# Supercharge Your Marketing With Images Speaker Package 3

## Portraits and in Action Images

### Includes:

- Event photography for 1 event, 1 hour including all photos taken (extra hour **\$150**)
- Consultation for marketing ideas for your business and creation of personalised image list
- Consultation for how you can use the images effectively and ideas for marketing plan
- Photography session (up to **4 hours**, one location)
- Use of portable studio lights at your location or use of studio space in Perth CBD (**rent included in this package!**)
- Several images to choose from
- **25** high quality edited images
- Finalised images in **4 different formats** - full size, Facebook size, Instagram size, Web size (recommended web size with your desired ratio)
- Creative directing
- Pose coaching

### Extras:

- Extra photos: **\$25** per photo (all 4 sizes included)

## Price: \$1740

Separately purchased worth \$1690 + \$250 - save **\$200**



*Pille is a dream to work with. Unobtrusive, professional and always at the ready to capture those important moments. But most of all, she's fun, immediately putting her clients at ease. Highly recommended for events and portraits. Thank you Pille, for your continued support with the Extra.Ordinary. brand!*

Carmen Jenner, Freelance journalist, author, blogger and copywriter at Fluffytowel



*Pille is so talented with the camera. I am always extremely happy with the photos she takes, whether they be staged or candid. I would confidently stand by Pille's ability to put the personality in photography.*

Vanessa Thiele, Coach, Action Potential Group

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*Thank you so much Pille. You made me feel very comfortable in front of the camera for our staff photographs last week. I especially love the one of my poking my tongue out to get relaxed*

Louize Rose

## Pille's Studio Bash on Tour

Do you have a team and you need to get photos of them as well?

Would you like to have a great team activity and get an outcome of great marketing photos and portraits of your team?

Then Pille's Studio Bash is for you!

We can come to you with portable studio lights, stylists, make-up and other add-ons.

### Prices:

1-5 people:	\$90 pp
5-10 people:	\$75 pp
Over 10 people:	\$60 pp

### INCREASE YOUR CONVERSION RATES WITH PHOTOS

- use EMOTIONS
- Make your website scream "I AM DIFFERENT" with your images.
- Use HIGH QUALITY, large images
- Feature the CUSTOMER
- HUMANIZE web pages with faces
- Show DETAILED images
- IMAGE PRIMING = Image layout and placement is critical.
- Avoid CONFUSING images
- say NO TO STOCK PHOTOS that will make you look like every other business out there

## What's this all about?

- Enjoy the fun, creative environment
- Learn how to pose like a celebrity, how to use the most flattering poses in front of any camera and how to best use photos in your business
- Get a portrait taken and do some fun marketing photos, props and ideas on location!
- Consultation with Pille before the event for your best business photos
- Enjoy some nibbles and drinks and of course it's a networking opportunity for all participants!

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## Photos and Video Package

Do you need a 1-2 minute showreel of you at events? Speaking? Running workshops?

Prices from \$590

## Portrait Packages

Prices from \$490

## Event Packages

Prices from \$250

### HOW TO CHOOSE A PHOTOGRAPHER?

- For portraits - make contact with the photographer before the shoot - preferably in person to see how you'll get along. You have to be able to laugh together. If your personalities clash, the photo will look strained, very posed (unnatural) and will not create better connections with your audience.
- View their portfolio to see if their style suits you
- Communicate your preferred outcome to them
- Find out who owns the copyright after the shoot

Visit my website for more tips!



*I have used Perth Personality Photographer as a last minute emergency to cover a media story for a young racing car driver in Perth. Pille answered the call out quickly and was available to do the job the next day. Pille was professional and punctual and was very quick to edit and send the photo's through. The photo's have been used in the media across the country and are fabulous.*

Nicole Ashby, High Profit Media

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what photography can do for your business.

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