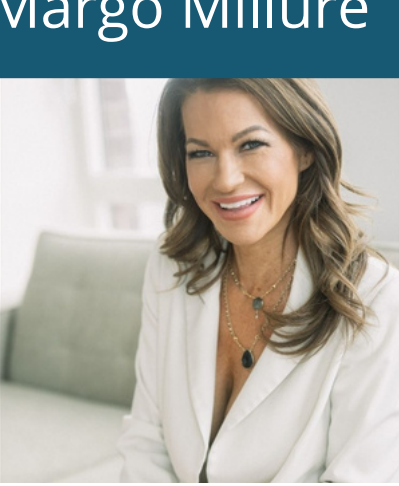
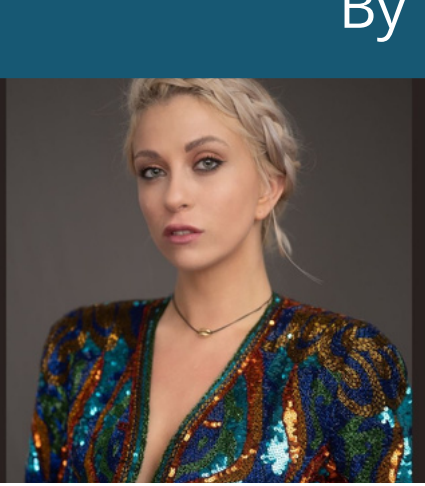
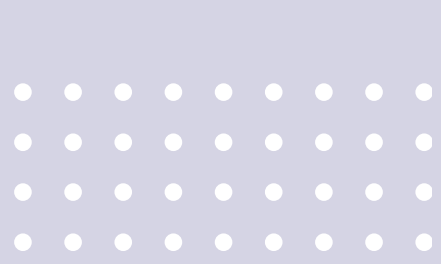




# 6 must-have images for your personal brand

By Margo Millure





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When done well, personal branding and personal brand photographs can do much of the hard work of showing up in your business exactly as you've always wanted.

The goal with these 6 concepts is to guide you to start thinking of your brand images more strategically and creatively.

In order to get *\*there\**, I start with the following two questions when preparing for a client's personal branding session:

*\*How can I create distinctive brand images that help them stand out?*

*\*How can the photographs equip them to do the things they need to do to reach their short and longterm goals?*

To start filling in the blanks and planning a client shoot, I find it helpful to think in terms of the following 6 shots and work backwards from there. I highly recommend starting a Pinterest mood board to collect your ideas. Expect some overlap during the planning and in the final images. More than one concept showing up in a single image is both expected and desirable!

I hope these six image concepts will prove useful as you are building your own photo assets — either on your own or by working with a personal brand photographer.

Happy branding!

*Margo Millure*



1

*The "OMG I finally have a headshot I love" shot*



Loving your headshot is important —because from a branding perspective, you may be using it a lot. The instant recognizability and professionalism that a strong headshot, used across your various platforms can provide is invaluable.

Headshots are generally tightly cropped with the subject looking directly at the camera.

I have found that often clients who are doing one of my complete personal branding sessions (as opposed to a smaller headshot session) will pick an image they love from another part of their shoot to serve as their traditional headshot.

For this reason, I personally don't always shoot too close in, or "crop in-camera" in photography-speak. This allows a client to crop an individual image themselves to suit various needs as they arise. { Or a photographer can deliver it cropped several ways for you.}

This allows for maximum flexibility with the image later, while maintaining the advantage of wanting to use it across many platforms.



2 The environmental shot

The environmental shot captures where you, your work, and environment intersect. Props, location, and atmosphere play an important role here. The final image can be more artistically or editorially inspired.

This shot can take place in a real or staged work environment, or on-location if much of your work takes place away from an office or workshop.

Since many elements come together in this shot, the final image should be completely unique to you and your brand.





### 3 The dynamic shot.

The opposite of "static" images, dynamic images are among the most interesting for the viewer.

A good question to consider when trying to figure out a good dynamic shot for your brand is, "What is the energy that I want to show?"

At their best, dynamic images invite the viewer to step into your world right alongside you.

While it's obvious how a fitness professional or a dancer can show movement as it relates to their brand, what about the rest of us?

Quite simply, everyone moves — even the most laptop-bound entrepreneur!

And yes... depending on your business, simple expression and dynamic posing can often count as movement

How do you move through your day that might show a glimpse of a different side of you that will help your potential clients participate in your unique energy?



# 4

## The Details Shot



To discover your details shot, ask yourself, what goes on in your day that really excites you?

A good detail image, perhaps more than the other five, evokes emotion and desire. Lighting, set design and overall mood reign supreme here.

This image allows the viewer an intimate glimpse of a product, process, or routine and invites them to use their imaginations



While sometimes that perfect detail shot that will best represent your brand is obvious, sometimes it helps to go back and think about your brand words.

Training your eye to notice good detail images for your brand, can be especially helpful for creating your own social media imagery.





## 5 Casual, Confident and Comfortable Shot



Whether you spend most of your workdays in sweatpants or are one who dresses to the nines everyday, I often advise taking your photoshoot as an opportunity to create a new elevated, everyday look.



A specific question I like to ask here is, "If you ran into a new client on a weekend, what would you be wearing?"

As you are increasing your visibility, creating a casual look for yourself that you are both 100% comfortable and confident in can be a game changer.

Either on your own or with the help of a wardrobe stylist, start by asking yourself how you want to be seen?

## 6 The epic shot.



A well-devised personal branding shoot can be incredibly transformative.

So much so, that when it comes to planning your most epic shot, that old fashioned interview question, of "where do you want to be in five years?" needs to be turned on its head.

Because where you want to be in five years is right now!

The magic of a personal branding session is that it can help you see that you are much closer to becoming that person you aspire to be than you thought.

I ask clients to let go of any self-imposed limitations and dream BIG. Think epic wardrobes, epic locations, epic moments.

Imagine you are going out to lunch with a dream client or about to make an appearance with your favorite talk show host. What are you wearing? Where are you? What are you doing?







I promise using these 6 Photo concepts as your guide to designing your own brand photo session will be helpful in winding up with photos that will help you achieve your visibility and business goals.

Does all this mean your personal brand session should ALL be perfectly laid out ahead of time? No! But I guarantee that planning well will in itself create the space for unplanned magic to happen come shooting day.

Reach out if you would like to learn more about how I can guide you — either through a one hour 1:1 creative/branding strategy session or by photographing you!

Happy branding!

*Margo*

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