



*Steadfast Society*

BRANDING & PHOTOGRAPHY

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# HELLO, DARLING!



Amanda Julca, here.

I am an international photographer, creative director and founder of online content agency PALMA CREATIVE CO.

Over the years, I have worked alongside incredible women entrepreneurs like Beth and a variety of brands around the world through creative direction and capturing tailored, standout images.

I am passionate about all things creative and helping brands find their voice and am thrilled Beth has invited me to share my insight with you.

The most essential way to expose your unique brand voice in a way that sells in this vast online space is through personalized and consistent branding and photography.

Over time, your audience will begin to recognize your brand, your special traits, your unique product and your spirit through the content you share.

Now, how does one even begin this exciting (sometimes scary) and always rewarding process?

We'll walk through the various parts of it all together over the next few pages.

Lots of love,

*Amanda J.*



*YOUR BEST WORK IS YOUR  
EXPRESSION OF YOURSELF.*

- Frank Gehry

# *BRANDING*

Your branding will be THE crucial element to communicate you, what you offer and what your mission is. Your brand will set the tone for how you are perceived in your industry and ultimately, should attract your unique and ideal client.

Brand identity is formed by incorporating the following element into one cohesive visual representation

- Logo
- Brand mission or tagline
- Type font family (often comprised of 1 main and 2 complimenting)
- Color scheme (often comprised of 2 main and 1 complimenting)
- A set of inspiring images that inspire your brand mission

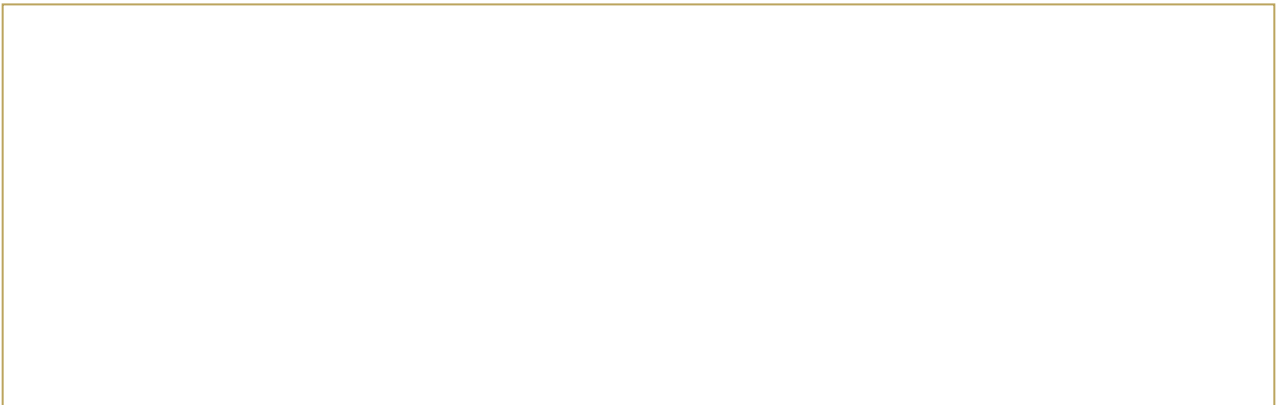
Building a solid brand is a process. Beginning to build your brand in a way that is authentic and genuine to your ideal client, you will find it necessary to do some digging into what makes you you, what inspires you, what drives you.

What do you offer your ideal client that is unique?

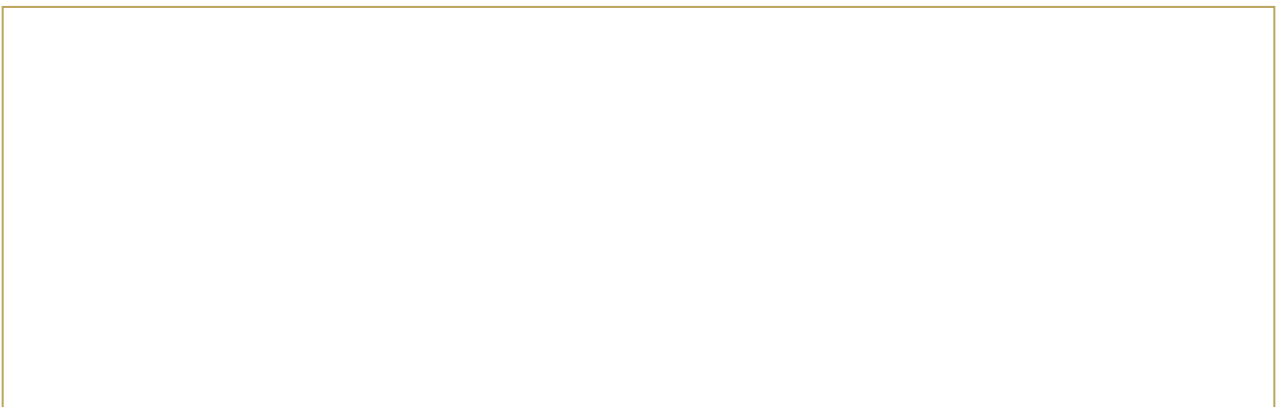
What special characteristics do you have that could potentially be expressed through your brand?

What is your brands mission and how can you imagine expressing that through your brand elements?

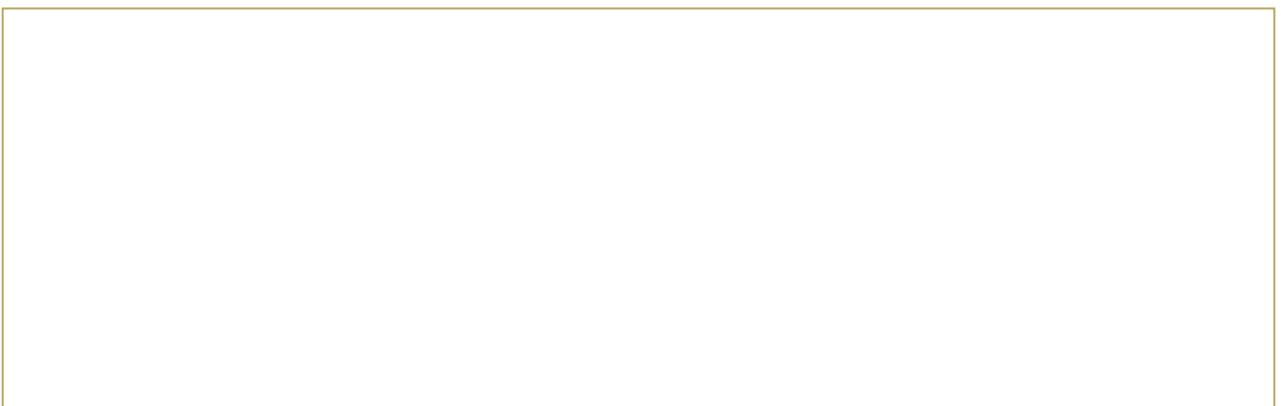
To get further inspired, lets observe some of your favorite brands. What are 3 brands that inspire you?

A large, empty rectangular box with a thin brown border, intended for the user to list three brands that inspire them.

For each of those brands, what do they convey through their wording, imagery, color choices, and style that inspires you?

A large, empty rectangular box with a thin brown border, intended for the user to describe what each of the three brands conveys that inspires them.

How would you like your brand to be similar?

A large, empty rectangular box with a thin brown border, intended for the user to describe how they would like their brand to be similar to the inspired brands.



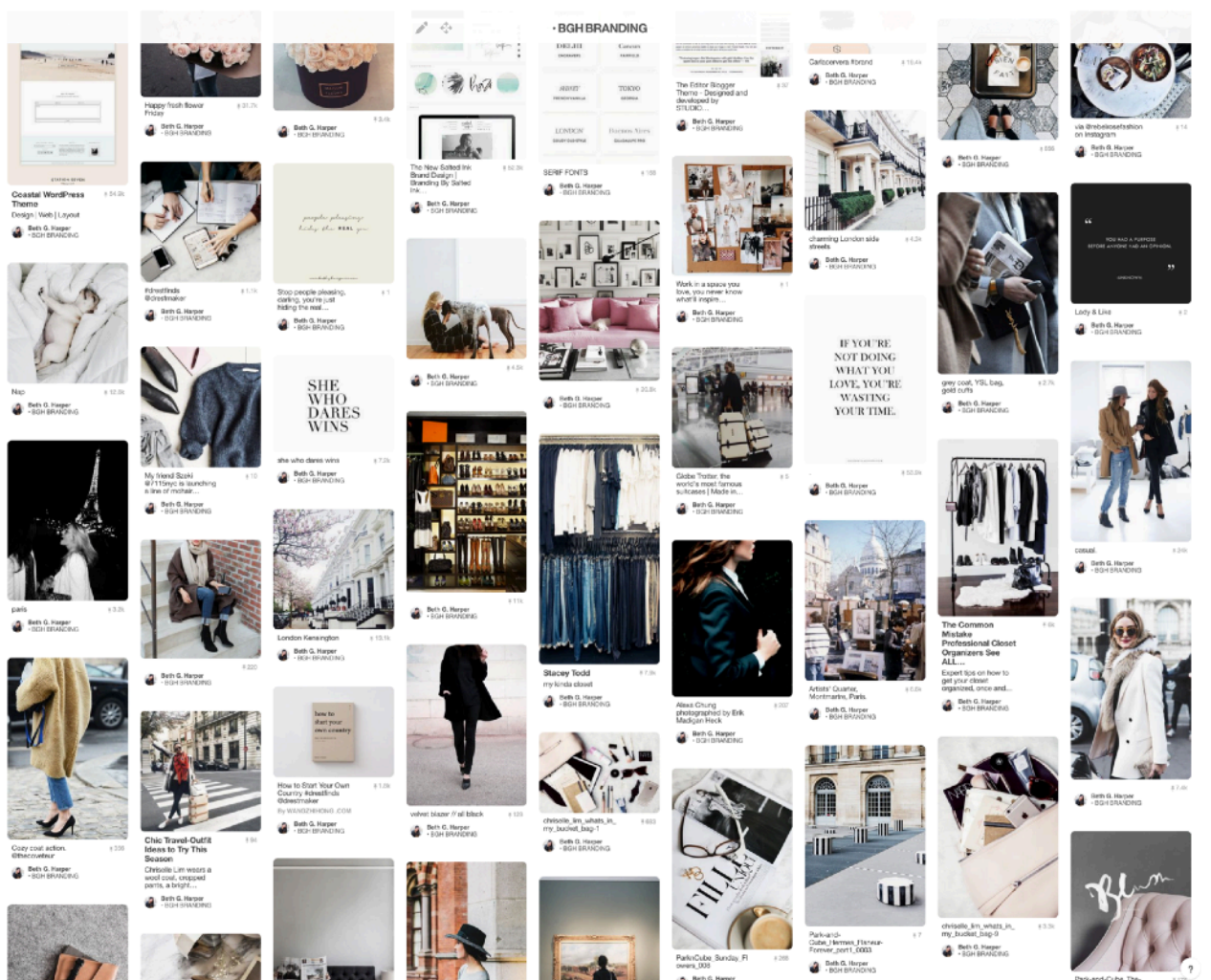
# BRANDING

Pinterest is an amazing (and addicting!) resource website where you can search endlessly for inspiration! Think of it as a virtual bulletin board where you pin all those magazine tear pages and quotes you save. The best part is it's all online and you can organize your inspiration!

Create an account specific to your brand, if you don't already have one.

Create a board of inspiration for your brand. (Note: You can create secret Pinterest boards in case you don't want anyone to see this!)

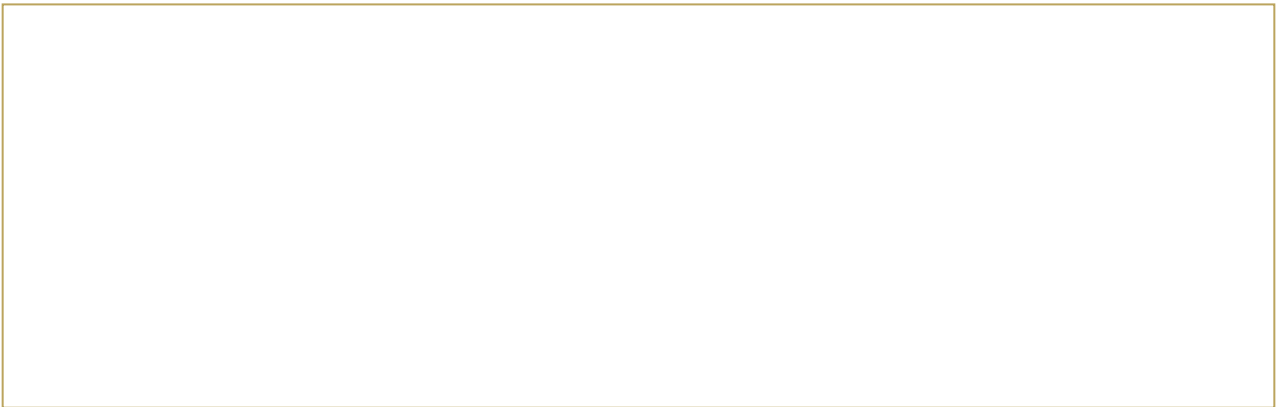
Take a look at Beth's inspiration board on Pinterest.



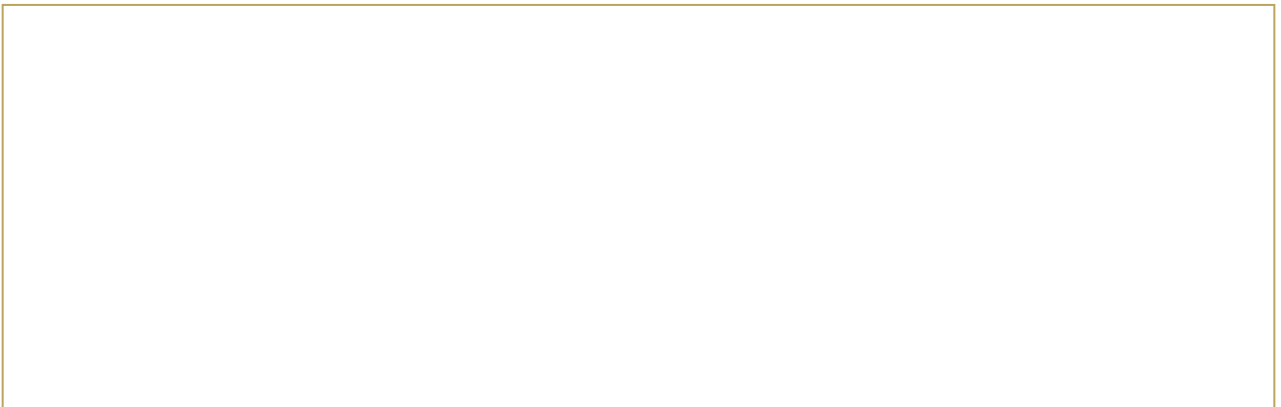
We'd love for you to upload a screenshot of it into the Facebook group and request some feedback!



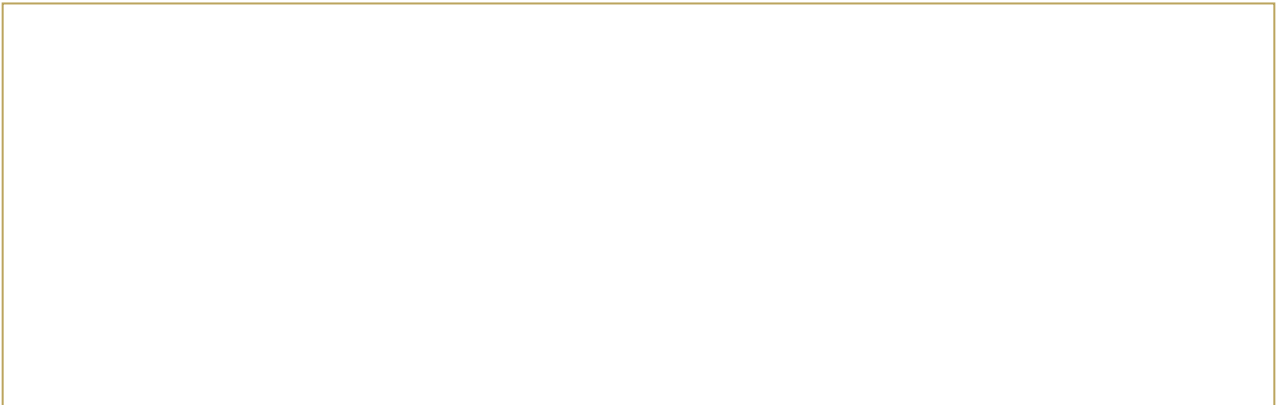
What is the overall style and feel of the board you've created?



What color scheme do you see forming?



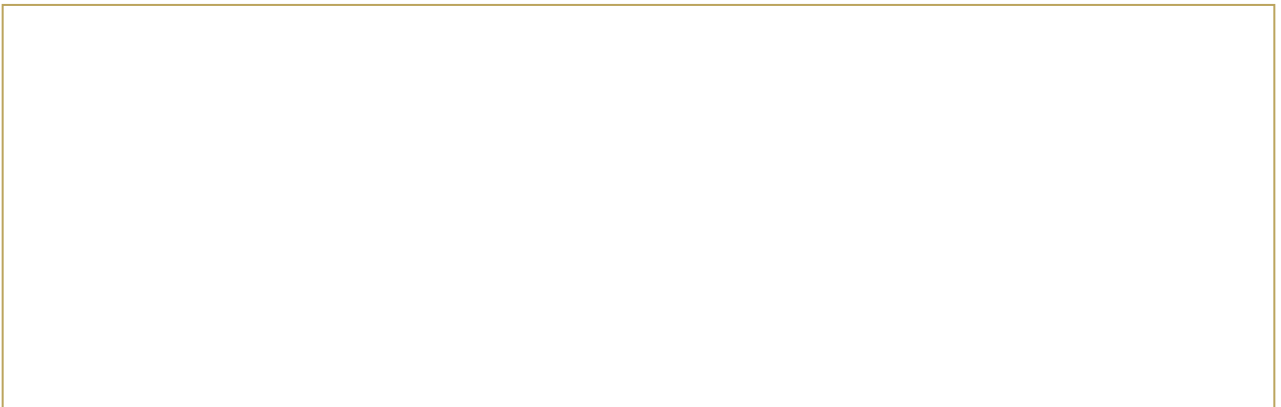
What's the underlying theme of the image you've chosen?



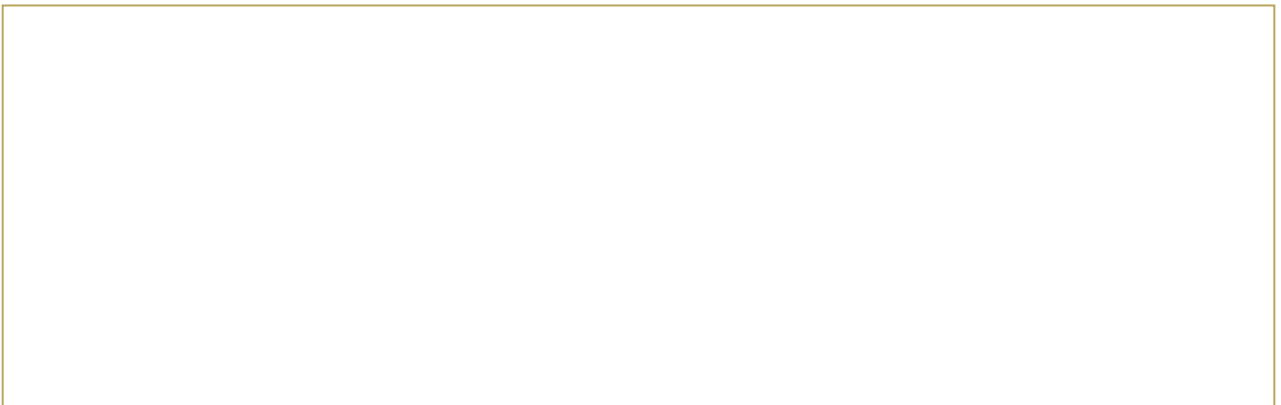
Visually, what will attract your ideal client to your brand (or what do you intend to attract them with)?



What words does your brand convey? What emotions does your brand convey?



What excites you about your brand?



What feedback did you get from the women in the Facebook Group?

What do you still need to learn about what your ideal client wants/desires from your brand?

# *BRANDING*

Once you have created an in depth inspiration board for your brand, you may find it helpful to organize the pins into separate boards, such as Photo Shoot Inspiration, Quote Inspiration, Brand Design Inspiration, etc. You can always come back and build on your boards. You will also be able to connect with other profiles and share your boards with your team.

Once you have found clarity on your brand voice and what elements will express what it is you uniquely offer your ideal client, it's time to create your brand! Creating a brand requires some experience of design software and access to professional tools. To ensure your brand is created with the high-caliber it deserves, consider working with a branding professional and/or designer. For example, at PALMA CREATIVE CO. we work alongside all levels of online entrepreneurs to support in areas of brand consulting, brand design, online asset creation, etc.

As your brand continues to grow, remember CONSISTENCY IS KEY! Keep all of your brand assets, profiles, banners, etc. consistent with your branding. Even your email body should be written in your font type with your branded logo below your signature line! Take Beth's for example, all of the content she shares online is consistently on-brand! You can see how she has used her brand identity to create these social squares for her Facebook group:



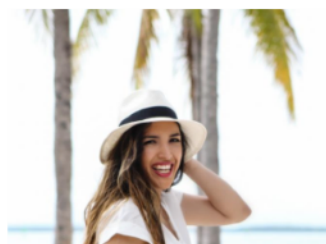
As well as how she used her professional photos to keep her brand consistent across other platforms:

# BRANDING



Hi Darling Beth,

It's been a while since I've offered this but in September I was reminded how POWERFUL my free mini-sessions can be for you, Beth. It's been such a treat to get on the phone this month with powerhouse women and chat through the strategies they're using to grow their online business!



Most of them just needed a coach to guide them through their next steps!

If you're a total go-getter wanting to transform your online business before the new year so you can start hitting steady 5K, 6K, even 10K months than you're in luck!

**I've opened up a few more spots for FREE 30-minute Business Strategy Sessions!**

# *PHOTOGRAPHY*

Photography goes hand-in-hand with your brand identity! As you build your brand, keeping your photos current and fresh is important. I have had the honor to photograph Beth in some of the most exciting cities in the world: Paris, London, Panama City, Miami, to name a few! Each photo shoot has given a unique opportunity to document her in such special destinations, creating tailored fresh imagery for her brand. In this module, I will walk you through the photo shoot process.

## **PREPARING FOR YOUR SHOOT**

### **1: SELECT YOUR PHOTOGRAPHER**

The goal of your photographer is to introduce you in an engaging and approachable way, so that through the photographs, your potential client feels connected to you in a way they feel like they already know you! For this to occur seamlessly, you want to be sure to find and build a relationship with the best photographer for you! This relationship and continued collaboration will be essential to a successful journey together.

To begin the search for a photographer, it's helpful to reach out to your colleagues and friends for recommendations first and do some educated internet searching for yourself to see who's work most attracts you. Photographers come in many varieties! Simply put, if you love and connect with your photographer's imagery, trust in their vision and admire their approach, guess what? Your potential clients will too! In Branding Photography, it is best to collaborate with a "lifestyle portrait" photographer. These are the photographers that will select everyday settings as your backgrounds- a cozy café, a seaside boardwalk, a colorful city marketplace- places that you may find yourself on your best days! They will document you in real and authentic ways, generally with natural, ambient light- versus a studio portrait photographer that works with stationary backdrops in a studio setting.

# *PHOTOGRAPHY*



Keep in mind, you will want to book your photographer 1-3 months in advance. This will ensure you secure the best date and time that fits your schedule, while also giving you time to work through any pre-shoot details. Should your photography package not include a hair & makeup stylist or a wardrobe stylist, consider booking those professionals at the time you book your photographer as well. Your photographer may even have direct suggestions for you!

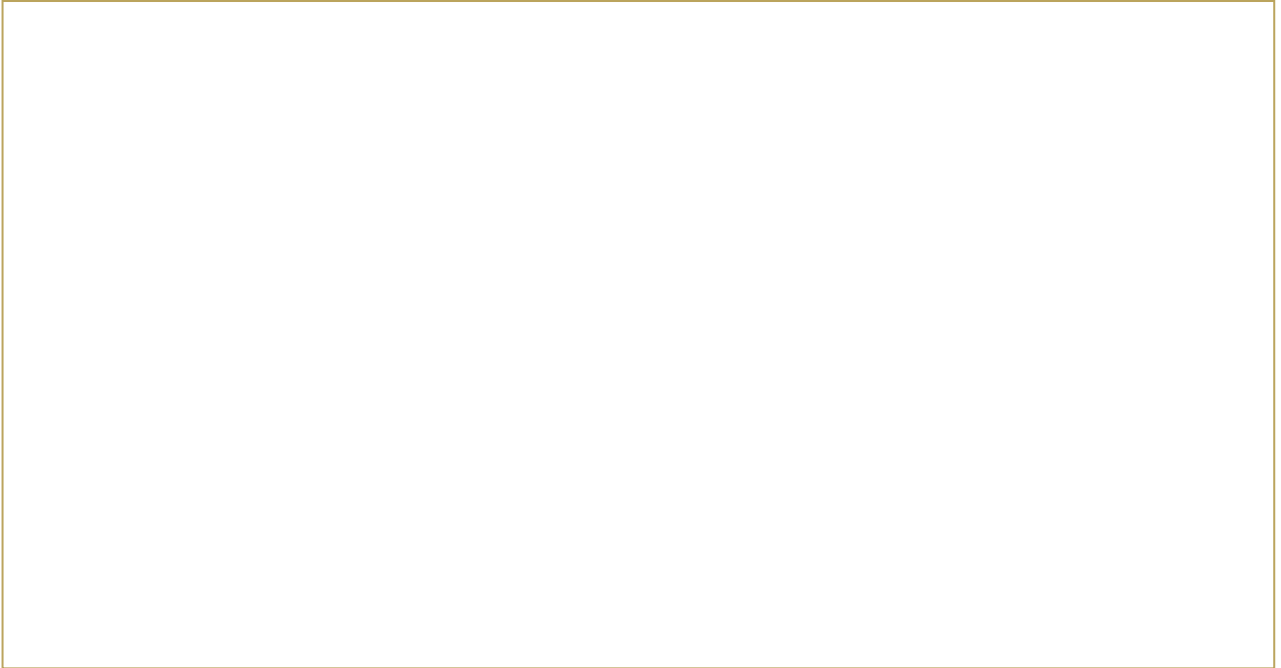
## **2 : CONSIDER PREVIOUS EXPERIENCES**

If you have already established a relationship with a photographer previously and you enjoyed the experience and images, consider continuing that relationship by sharing new ideas and ways to push your following shoots to the next level.

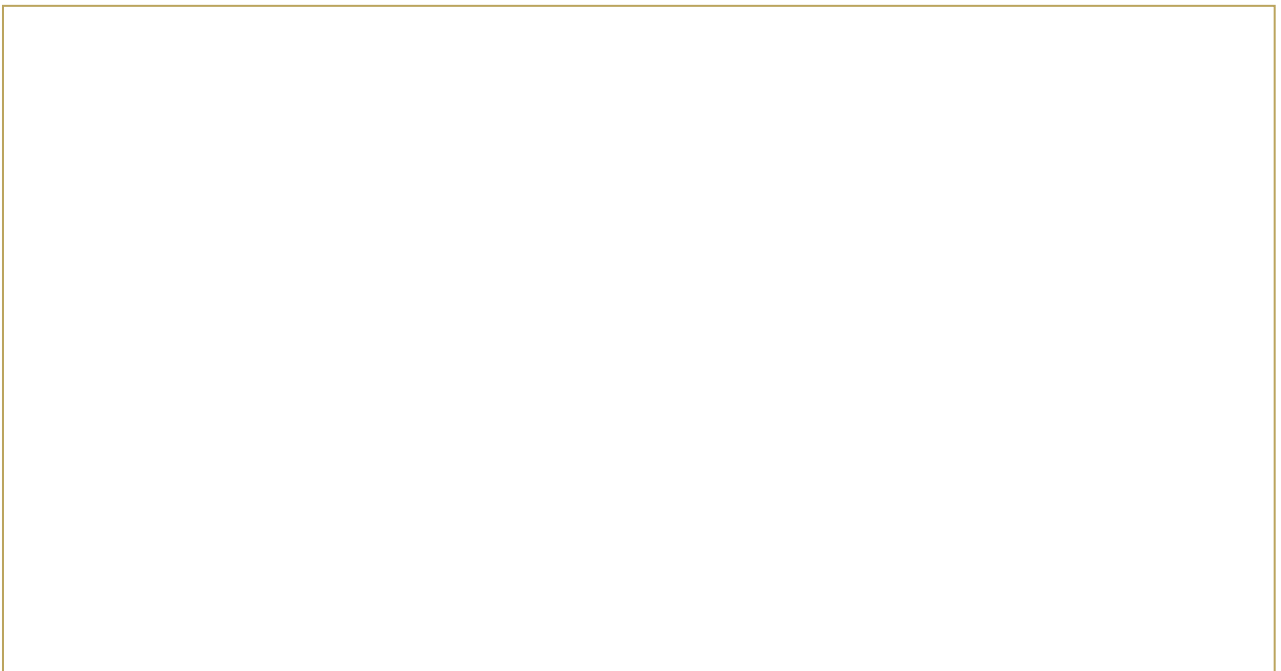
If you have been on this journey for any amount of time, you may have been through several photo shoots. I suggest journaling some thoughts about these experiences:



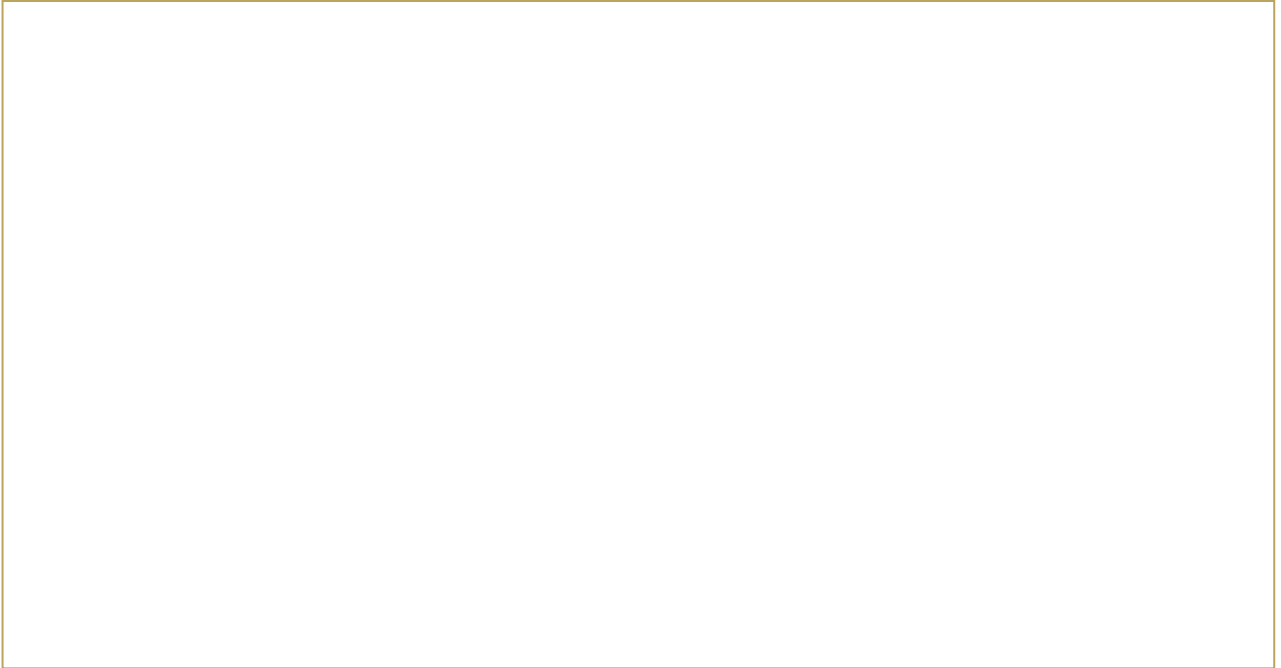
What did I love most about the experience: before, during and after the shoot?

A large, empty rectangular box with a thin brown border, intended for a user to write their response to the question above.

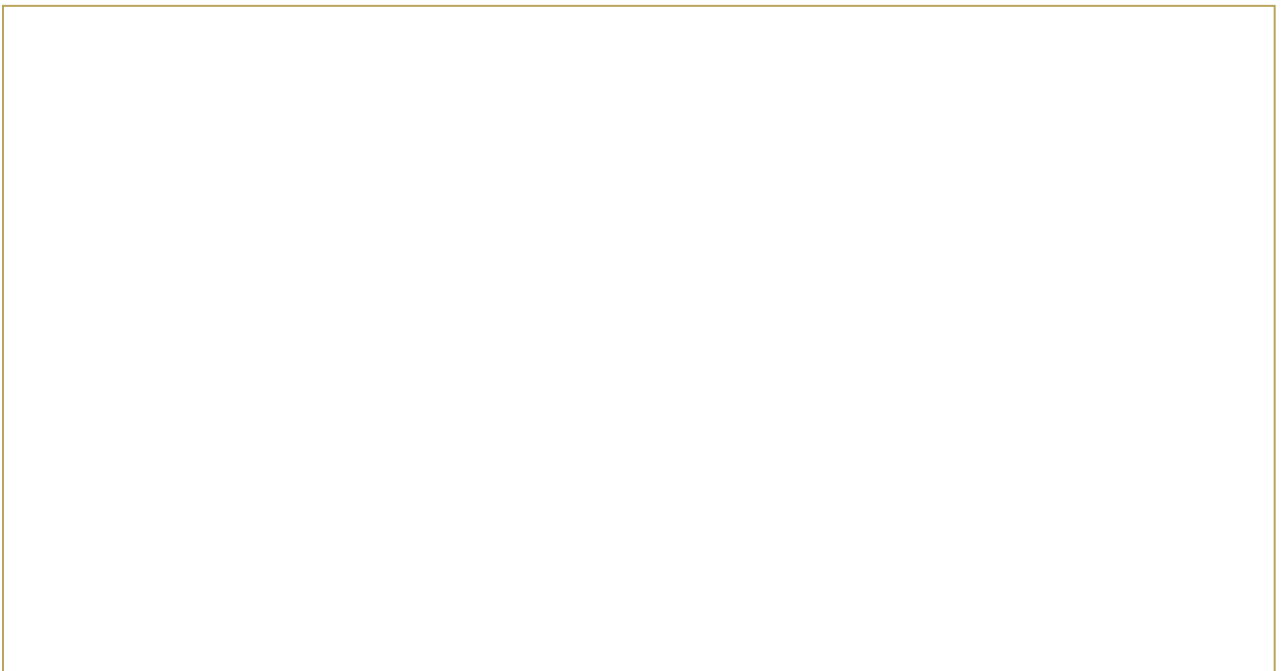
Did I bring my best energy to the shoot?

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What challenged me most about this shoot?

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What images did I use most from the shoot and how do they make me feel?

A large, empty rectangular box with a thin brown border, intended for the user to write their response to the question above.

# *PHOTOGRAPHY*

Looking back on these photo shoots can help shape future experiences. Remember that every experience is a learning experience.



## **3 : AIM HIGH!!**

It is not every day you get to celebrate you and your brand with a photo shoot. Why not make this one of the biggest, most rewarding, invigorating experiences of your career! When it comes to your dream team- be it your photographer, your stylists, your cinematographer- reach out to them! Don't be shy to contact those you admire most to join this experience with you!

Where have you dreamt of having your next photoshoot? Is it the charming cafe-lined streets of Paris, along the white sand shore of a far off island in the Caribbean, the peak of a snow capped mountain? Explore each of these big ideas and begin the research! You may be surprised how feasible any of these ideas will be! And whats more? Your dream team will be more than happy to join you in any one of your dream locations to make this shoot become a reality!

# *PHOTOGRAPHY*

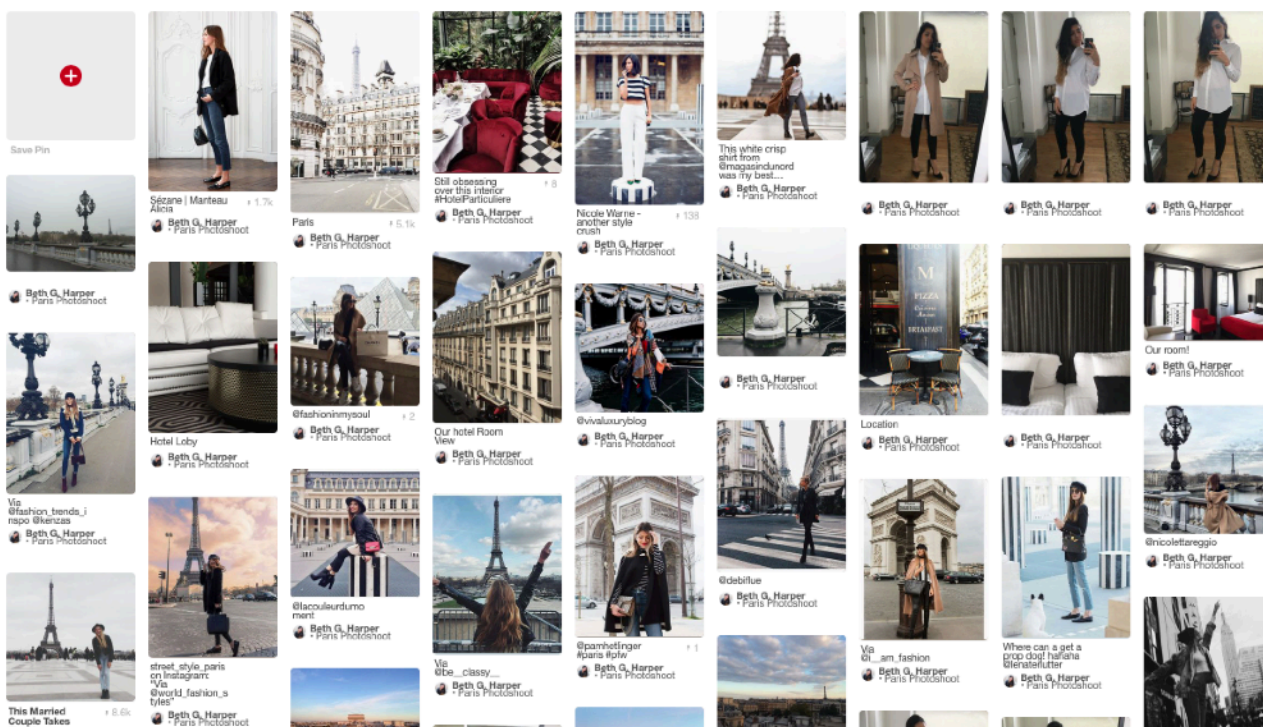


List your top 3 dream photo shoot destinations:

## PHOTOGRAPHY

## 4 : CURATE YOUR WARDROBE

Using any inspiration and Pinterest boards you've gathered along your brand building process, you can begin to organize the wardrobe pieces that you think are right for the shoot in which you're planning! I suggest you first review your existing wardrobe to see what may fit your brand and qualify as "shoot worthy". These are pieces you feel absolutely fabulous and fully confident in. Share your options with a trusted friend and your photographer – then together, you can decide what could be added to take the looks to the next level! Have fun with this process!



Treat yourself to a day of shopping around local boutiques and high-end apparel and accessories shops. If you find this process overwhelming, consider hiring a professional stylist who can custom design a complete vision for you! A consistent curated style shown throughout your brand will be an authentic representation of you. Maybe there is a brand that is an easy go-to for you!



# *PHOTOGRAPHY*



## 5 : BRAINSTORM LOCATIONS

The specific locations you and your photographer select should ultimately convey the lifestyle you lead. Your ideal clients love to feel like they've stepped into your world so as your brainstorming locations, begin thinking about the types of settings you love to find yourself in.

# *PHOTOGRAPHY*

If your portrait shoot includes more than one location, you and your photographer will want to discuss how you can maximize variety of locations as best you can. Trust in your photographer's vision! Many times, they are already seeing the potential of a setting before you are. I personally love to use unexpected locations.

## **5 : READY, SET, SHOOT!**

In the weeks prior to your shoot date, coordinate all final details with your photographer and stylists team. Be sure to share your ideas for hair and makeup with your stylist in advance. Outline all location and wardrobe details with your photographer. If your shoot includes more than one location and wardrobe, your photographer will work with you to decide what pieces work best in specific locations.

*Pamper yourself!* Deep tissue massages, facials, an appointment with your trusted hair stylist, several workout sessions with a trainer, maybe even a juice cleanse – preparing for a photoshoot gives you all the more reason to treat yourself!





# *PHOTOGRAPHY*

## **THE DAY OF THE SHOOT**

If this is your first shoot, it will surely be one you will never forget! You may feel the rainbow of emotions as you journey through each step of the day, and that's totally okay and all a part of it! It is a big stretch in confidence for most of us to put ourselves out there, but remember that having fun and allowing yourself to glow with confidence will show through in the images!

### **1 : SET YOUR INTENT**

Taking the time at the beginning of your shoot day to meditate, pray and set your intent for the day ahead. Think about your journey and how far you've come, think about your brand and how you've created this reflection of you, think about the images that will come from this amazing shoot and how they will serve your growing brand. This positive and light energy you begin your day with, will reflect throughout your day and ultimately, through your imagery!

### **2 : NOURISH**

The morning of your shoot, be sure to enjoy a clean and hearty low fat, high protein breakfast and drink plenty of water. If your shoot is later in the day, eating another clean meal several hours before your shoot will be very important to keep your energy up. I always encourage my clients to have snacks and water on hand during the shoot, sustained energy during the shoot will keep those eyes bright and smiles wide!

### **3 : TRUST YOUR DREAM TEAM!**

During your time with your personal hair and makeup stylist, you'll enjoy sitting back and getting made up! Listen to your favorite playlist to set the tone for the day. Keep your thoughts and conversations positive and uplifting during your prep time.

Once the shoot has begun, enjoy every minute with your photographer! You may have found it helpful to research and practice suggested posing for your body and personality type before your shoot. On the day of, it's important that you don't let yourself get hung up on whether you're remembering everything and "getting it right". Allow yourself to be

# *PHOTOGRAPHY*

guided by your photographer as they will love to see your personality and spirit come through authentically. Remember they will always help guide you along the way if you're feeling stuck. Trust their guidance – photographers are constantly looking for the best angles, lighting and backgrounds! Keep your posture open and those beautiful eyes and smile directed toward the camera lens for the majority of the shoot. For branding purposes, this will help you come across as connecting, approachable and engaging. Imagine the camera as your new favorite client sitting across from you!

## **4 : WELCOME THE UNEXPECTED**

As all of my clients know, I love spontaneity! Sometimes the best shots come in the most unexpected moments! Be courageous and welcome variety! Being open to ideas that are different than what your peers may be doing will let your imagery stand out!

Once your shoot has wrapped, you will feel warmed with excited energy and confidence!



# *PHOTOGRAPHY*

## **AFTER THE SHOOT**

### **1 : RECEIVING YOUR IMAGES**

Your photographer will have shared with you an expected delivery date of your image proofs prior to your shoot – generally a couple weeks after the shoot. Once you’ve received your image proofs, I recommend sitting down with a cup of tea or coffee and giving yourself time to quietly review everything.

It isn’t uncommon to experience an array of emotions the first time you view your images. Trust me, even as photographer with years and years experiencing images for the first time, I am a ultimately woman, too. And sometimes that means over thinking and nit-picking on every part of myself that shows in the picture. While this is entirely normal, I encourage you to focus on all the elements you love and don’t be afraid to talk with your photographer, peers and personal coach about these initial feelings. Together you can discuss the images you each most love and why. This is a time to celebrate what confidence and beauty you exude!

### **2 : ORGANIZING YOUR IMAGES**

You’ll love having the variety of imagery you’ll receive from your shoot! There is potential for use in each image! I recommend going through your proof gallery several times, both by yourself and personal coach.

You may find it helpful to create several “favorites” and “ideas” lists to help organize the many images that you can envision using. Remember that not every image you select has to be smile-at-the-camera type of shot. I recommend the rule of thumb that 70% of your portraits used for branding purposes should be engaging with eyes at camera, and the other 30% can be looking away/ candid sort of imagery. Consider that using several of the fun and interesting snaps of details and unexpected candids will add variety and personality to your brand!

# PHOTOGRAPHY

## 3 : MAKING YOUR PHOTOS WORK WITH BRANDING

Once you've received your final image files, begin playing! Working with your coach and designer, begin placing your select images into your website and social media feeds. You'll quickly fall in love with your brand image just as your clients will, too! Brainstorm placement in your website pages, on your social media feeds, banners, etc. If you're working with a graphic designer or web designer, share the images with them so they can make suggestions as well!



Enjoy as you see the entire vision come to life in your complete brand launch! You're going to rock it!

Lots of love,

*Amanda xo*

## *YOUR PHOTOSHOOT & BRANDING*

Amanda Julca and the Palma Creative Co. Team would love to support you in creating a brand you love! You can view their packages and pricing here:

[www.palmacreativeco.com](http://www.palmacreativeco.com)

She travels extensively, so she may even be in your area this year! If you want to get in touch with her directly, she can be reached at [hi@palmacreativeco.com](mailto:hi@palmacreativeco.com).

There are a lot of amazing photographers and branding experts out there so see who catches your eye!

Please note, these services aren't going anywhere! If they are outside of your budget, that's okay! You can book them later on in your business. For now, pick the person who's best for you to shoot photos for your business.



## *YOUR PHOTOSHOOT & BRANDING*

Describe your ideal photoshoot, the clothes you'd want to wear, the colors, location, types of images you want, and anything else that's coming up for you below.

## *FINAL BRANDING TASKS*

Amanda mentioned a few of these topics within her content so I want to take a step back so you can make a final decision on your branding assets.

### **PINTEREST BOARD**

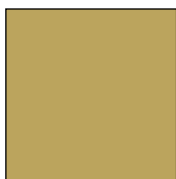
You should've already done this, if you haven't, make sure you do before you move any further. This is something I have all my clients do so you have a moodboard to look at that represents your brand. I continually update and check-in on mine!

This is going to help you know how to visually bring your brand to life!

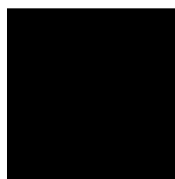
Record the link of your Pinterest Branding Board below.

### **COLORS**

I encourage you to pick 2-3 colors to work with. These are mine. You should note that I started out with the first 3 colors and have added more colors to my branding over time.



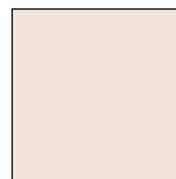
#FFFFFF



#BAA362



#000000



#F3E4DA



#CC1414

Record the color code for the specific shades you want to use.



# *FINAL BRANDING TASKS*

## **FONTS**

I encourage you to pick 2-3 fonts. You can play with the weights of the fonts. I suggest having one serif or script font and one sans-serif. (See the difference below.)



Serif Font



Sans Serif Font



Script font

Record the fonts you're going to use for your brand.

## **LOGO**

If your logo has letters in it (for example, if it's your name), it should be consistent with the fonts you've picked out for your brand.

You can also buy logo templates online or create your own. I made my own and have been using it ever since!

Record a link to your logo, logo template, or describe the logo you want to create.

## *BUSINESS NAME*

Finding the right name for your business can feel like a heavy task. Your brand name will be said by clients, used by friends, and spoken by you many, many times! You want to pick something that will last for a lifetime and beyond! After all, this business is your legacy. Of course, you can always re-brand if you decide later that your biz name is no longer the right fit. Nothing is permanent.

And, don't over think it! Just get started.

I started my business by simply using my personal name. Over the next few weeks I'll be re-branding my business with a whole new name. Had I waited for the right name to come along, I never would have started! My business is on a journey and I'm open to evolving when and how I need to!

I do have 2 tips for you...

1. Pick a name that has an available domain (Ex. [www.yourbrandname.com](http://www.yourbrandname.com))
2. Is available on social media (Ex. [@yourbrandname](https://www.instagram.com/yourbrandname))

Also note that a lot of people have successful brands using their names! If you can purchase your name.com, I highly recommend you do so! At this point, you're going to want to purchase a domain name. If you already have one, great. If not, Squarespace gives you one for free when you create an account and register for the year-long subscription (not the monthly subscription).

If you aren't going through Squarespace or need a domain name, I recommend using [GoDaddy.com](https://www.godaddy.com).

Please don't get hung up on this. You can create a brand name or use your own name as the brand. Both will work well, and you can change it later if you need to. (I highly recommend you purchase yourname.com if it's available regardless).

## ***BUSINESS NAME***

Brainstorm business names below.



*BE SO GOOD THEY  
CAN'T IGNORE YOU.*

- Steve Martin

## *FINAL REFLECTION*

Write your biggest take away from this workbook below.