

PERSONAL BRANDING

BY KARRIE PORTER PHOTOGRAPHY

SHARE
YOUR
STORY

GET THE
MOST
OUT OF YOUR
content

ATTRACT
IDEAL
CLIENTS

PLUS MORE!

the top five benefits
preparing for your session
showcasing your skills



WELCOME

Whether you're a small business owner, an independent agent within a larger organization, a freelancer, a coach, a blogger, or creative solopreneur, having a uniquely recognizable personal brand is crucial to standing out amid the noise and short attention spans of today's digital consumer. It sets you apart in an environment that's more competitive than ever, and allows you to instantly communicate your experience, skills, and personality to your potential clients and audience.

This guide will share how a personal branding shoot can help you achieve your goals, both in the short term with a cohesive content strategy for your online channels, and also in the long term as you work to build a company that can stand the test of time and generate loyal clients for years to come!



MY STORY

Welcome! My name is Karrie Porter Bond, and I'm a professional photographer, writer, designer, and social media content creator.

My career originally began in the medical field. As I was pursuing my Doctorate of Pharmacy, I realized where my passion truly lay, and in 2001, my path as a professional photographer began. With degrees in Photography and Fine Art, I made my way up the ranks, gaining experience in everything from commercial, to fashion, to sports, as well as in portraiture and events.

But regardless of the type of shoot, I would soon realize a common fascination with my subjects' line of work, sneaking in questions about their industry, what they loved, and what they found challenging.

This probably stems from a lifelong entrepreneurial spirit...besides my own 3 businesses and the 14 startups and 5 local political campaigns I've helped launch...I've been hustling ever since I was a kid. I had a lemonade stand, gave riding lessons, and made handmade notebooks. But they were more than just side hustles; I treated them like empires, complete with brochures and back stories, and I agonized over product descriptions and price lists. So you could say I've been obsessed with branding basically since the beginning.

Fast forward into the digital era, I would land Advertising Director, Chief Content Officer, and Social Media Director roles at a variety of companies, eventually leading me into my current role where I regularly help entrepreneurs with their marketing - not only through images, copy, and ad campaigns, but also through seminars and occasional guest speaking opportunities.

Today, I am proud that my roster of clients encompasses the most respected Executives, Organizations, Boards of Directors, Political Candidates, and Entrepreneurs in my community within the Florida Keys.

It is this energy, curiosity, and experience that I bring with me every time I pick up a camera.



FIVE REASONS TO BOOK A BRANDING SESSION

- Create imagery consistent with your mission and goals
- Make a memorable first impression
- Never run out of quality content to share with your audience
- Level up your marketing materials and online advertising
- Self-investments build business momentum



TWELVE USES FOR YOUR IMAGES

- In Social Media Posts
- In Printed Marketing
- On your ABOUT ME Page
- On your Blog
- In your Email Signature
- Throughout your Website
- On Display in your Office
- To update Social Media Profile
- In Paid Advertising
- In your Welcome Kit
- In your Annual Report
- With your Press Releases



HOW TO SHOWCASE YOUR SKILLS

Whether you offer a physical product, or provide a valuable service, there are steps and skills involved that lead you from an initial idea to a happy client.

One of the key ways a Personal Branding shoot differs from a typical headshot is that we're going to show off those action steps. These will differ depending on the profession; a real estate agent is going to go through different steps than a yoga instructor. A massage therapist will not have the same process as a coffee shop owner.

This is why planning is so important, Not only will I be gaining an understanding of your larger mission and goals, but also the nitty gritty day-to-day details that you have to go through to provide your product or service to others, Once I know that, I can best direct the shoot for the best possible photos.





HOW TO BRING

personality

TO YOUR PHOTO SHOOT

When it comes to building your personal brand, personality is everything. It is what makes you uniquely you. And THAT is what attracts your customers. People do business with people they like. When you let that shine through, from your look, to your experiences, to your interests and hobbies, you make yourself (and therefore your brand) more magnetic to the type of people you want to work with. Here are a few tools you can use to make sure the real you shines through in your photos!

COLOR AND STYLE

Strong visuals are so important when establishing your personal brand. Consider the styles and colors you've already implemented in your website and logo. Then, choose outfits and accessories that will go along with that. Are you a creative, fun-loving graphic designer with a hint of whimsy? Consider implementing bright, contrasting colors. Do you want to come across as more sophisticated, professional, and modern? Consider a sleek monochromatic color palette. Then, make sure your clothing and makeup choices reflect that at your shoot.

INFUSE YOUR STORY

Your audience isn't just interested in what you can do. They're interested in who you are. They want to work with a confident, interesting person who's easy to work with and knows who he or she is. They want to hire someone who offers something a little different than everyone else. Take some time to write down the story of who you are and what you bring to the table. Together, we'll come up with ideas on how best to illustrate those elements into visual form.

PROPS AND MEMENTOS

Bringing story to life happens by showing off the hobbies, activities, pastimes, and objects that find their way into your everyday life. They humanize the brand, add a point of connection for like-minded members of your audience, and add dimension that makes you infinitely more interesting to work with than the competition.

SPEAK WITH AUTHENTICITY

Knowing your story is half the battle. Communicating this to your audience in an authentic way takes practice! Don't get sucked into the trap of comparison, as people can see right through it. Practice by speaking from lived experiences. This gives you self-confidence and that sparkle of genuine personality because it's impossible to feel like an imposter when you're simply telling how you saw something. You can then foster this feeling as you brainstorm ideas for the shoot.

HOW IT WORKS

1. CONSULTATION

After an initial correspondence by phone and/or email, once you decide to book, the first step is for us to set up a free in-person consultation. It will give us a chance to get to know each other, allow me to questions about your story and brand, and figure out how we can best serve you. Based on that, I'll create a customized package to best fit your needs. You'll also have the chance to ask any additional questions you may have.

2. BEFORE THE SHOOT

Next, we'll schedule your shoot. We'll choose the location/s, outfit/s, and map out a rough storyboard for the day. We'll also schedule the trusted vendors needed to help with hair, makeup, wardrobe styling, driving, and anything else you may need that day. Depending on the photography package you choose, we may shoot at multiple locations or have a few outfit changes. We'll work up the schedule, allowing enough time to get plenty of shots, but without rushing and wearing you out.

3. THE DAY OF

Once you arrive, we'll move through the day's events in an organized fashion, pulling the next outfit and setting up the next shots as the day goes on.

While you're in front of the camera, you'll find you'll quickly forget about your nerves as I will keep you busy with direction, guidance, posing, and generally having fun. If we're doing video, we'll shoot stills first to get you warmed up, then guide you through several takes to get it flowing just right.

If you've booked a full day, we'll break for lunch, and regularly we'll peek at our mood boards and shot lists to ensure we capture everything you need.

4. AFTER THE SHOOT

After an initial edit, we'll deliver your proofs to review. From these, you will select your favorites to be retouched. The quantity will depend on the package selected. After that, we'll deliver your final hi-resolution digital files, along with various crops for different social media channels, and any additional deliverables you've selected. Then, it's time to share them with the world!



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