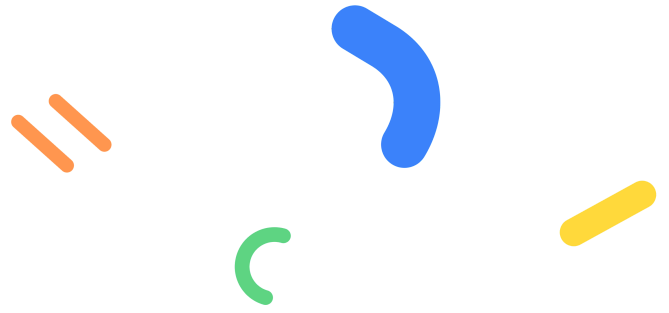




PLANNING YOUR CONTENT AND BRANDING PHOTO SHOOT

Core message , content pillars,
props, styling & makeup





Let's begin

The biggest part of any professional branding photoshoot is planning. Apart from actually taking the photos on the day! It is really important that the photos we create are purpose-driven and align with your core message and fit under a content pillar.

Do you know what your Core message is?

Your core message isn't what you do it is why you do it. It reflects why you do what you do, what you stand for, and the difference you make in your audience & or client's lives.

THE WHO Key Message:

Is to help our clients connect with their audience by being credible and relatable. We foster connection through authenticity by ensuring all visuals are consistent and meaningful. We help our clients feel proud, connected and confident of their brand and message.

Write your key message below

Content Pillars



Whether you think of them as 'content buckets' or 'content themes,' content pillars are essentially the overarching themes used to help create consistent content for your business.

Content pillars keep your content creation focused on what your customers want.

Do you know what your Content Pillars are?

If you need to work on this, write down 3 or 4 theme headings, the goal to this theme in relation to your business, and under each list, out topics, you want to talk about. This will then become the basis of your photoshoot.



The Who (my) Content Pillars are:

Connection – Goal to teach people why it is so important in branding & photos

- 10 tips to connect with your audience through better body language in your images
- Why body language in photos matters
- Do you have disconnects in your brand and personal brand
- Why being authentic will connect with your audience

Values – Goal to attract those with similar values

- Integrity – what it means to me
- fun why it is important
- How to show your values in your branding
- Why fake doesn't work for me

Photography – Goal to share my knowledge, help people and build my credibility

- 3 top tips to plan your branding
- Why I never "pose" people
- Why you need my DIY branding photography course in your life
- Why props make your shoot come alive
- Location ideas for your shoot
- Testimonials and showcase work

The Who (my) Content Pillars are:



Websites – Goal to share my knowledge, help people and build my credibility

- Why I love shopify
- Shopify 2 why it is ace
- Karlies SEO plan and why it is amazing
- Why I love Squarespace
- Why you need an about page
- What I mean when I say personal brand
- Why your personal brand is important
- Why copywriting is important
- Testimonials and showcase work



Branding – Goal to share my knowledge, help people and build my credibility

- Why purpose driven branding is important
- 3 tips with canva
- Why you need a brand book
- 3 tips when working with a designer
- Why it is important for your branding to be consistent
- Your photography is part of your branding
- Your brand voice is part of your branding
- Your personal brand can be part of your brand

What are your content pillars?



Theme 1

- Topic 1
- Topic 2
- Topic 3
- 4,5,6,7,8,10....99, 100



Theme 2

- Topic 1
- Topic 2
- Topic 3
- 4,5,6,7,8,10....99, 100



Theme 3

- Topic 1
- Topic 2
- Topic 3
- 4,5,6,7,8,10....99, 100

Questions to think about for your shoot



Have you got some specific stories, routines, or rituals you want to create in photos?

Coffee, tea, morning run, gardening, bedtime stories etc

What moods, emotions, and descriptive words do you want to show in these images?

Happy, Frustrated, excited, energised etc

Where will you be using the images you take from this session? List them below.

Top tip: It is worth creating a Pinterest board with inspo for the different topics and photos you may want to create. I never copy photos – but sometimes a visual guide is really helpful.

Props, Props, Props!



With each topic, you have created now add a list of props that you can add to the scene to make it come alive.

- Are you a cheerleader for women in business – some Poms Poms could be awesome!!
- Is stationary your thing – Pens / Notepads
- Do you love business books and want to talk about them
- Anything branded
- Favourite mugs
- Favourite art
- Clothes that identify you – for me it is bright patterns
- Food platter if that's your thing
- laptop / iPad
- Fav earrings / accessories
- Products or equipment/tools of your trade
- Fun things!!!

Top tip: It is worth adding to your Pinterest board with inspo for prop ideas



Set the scene!

Walk around your space and create a set list. What to look for.

- Good natural light.
- Clutter-free
- Able to take a wide photo / enough space
- If one of your scenes is outside – plan where and the best time of day for light – usually this is sunrise or sunset
- Look for places that help to tell stories – kitchen for cooking
- Sofa for reading / drinking tea / working on laptop
- Plain white wall for portraits
- Rug/reading on the floor

Top tip: The most important thing is a space with nice, filtered, natural light. On photoshoots which are styled we often create spaces by removing everything and styling the area to suit the photo.

Clothes styling & makeup



The most important thing is to feel comfortable

- Try not to wear all or only black
- I am a big fan of clash and pattern because it suits my brand but it doesn't work for everyone
- I don't have a lot of rules with what to wear :)
- How you look is an element of communication – keep this in mind
- Dress to your personality
- Brand colours can be fun
- I am a big fan of my clients doing their own makeup – my aim is for them to feel confident, happy and true.
- Same with hair – wash it and do it like you're going to go out for dinner :) if you want to get it done at a hairdresser – go for it.
- Less is more with makeup – you need to feel comfortable and it is important to look like you still.

Top tip: Dress so you feel confident and comfortable