

# *Brand Photo + Video Prop Workbook*

A GUIDE & WORKBOOK FOR CHOOSING THE RIGHT PROPS FOR YOUR BRAND PHOTOSHOOT



Prop: Magazine  
Location (Austin)  
Mood: silly/quirky

If you've downloaded this guide without reading the blog post, check out the [full blog post here](#) to get a more in-depth read about props & how to use them for your brand.

## What is a prop?

**Prop:** something that is used to help enhance the scene of a photograph (or video) in order to reveal something about the subject.

We often think of props as items, but they can really be anything that helps us tell the story about the subject.

Props should be used wisely & not detract the viewer from the story or meaning! It is possible to have the wrong props, too many props or not enough props, so you want to find a good balance so you won't be distracting or confusing the viewer.

## Prop Brainstorming

If you are unsure what props to look for, you may want to use a few topics I've listed on the next page to help you start brainstorming prop ideas. Your photographer can definitely help you come up with ideas, however, if your photographer is unaware how your industry works or doesn't have experience working with someone in your niche, you can greatly help your photographer come up with fitting ideas- and maybe even some really cool original prop ideas that your photographer would have never come up with!



**Top considerations when brainstorming prop ideas:**

**Brand aesthetic:** the overall look of the brand

**Story:** the brand's overall story, or the story that the brand would like to tell through photos

**Mood(s):** the vibes and moods that the brand would like to convey to the viewers

**Location:** the brand's location or the location at which the photos are being taken

**Season(s):** the time of year that the photos will be viewed (may not always apply)

**Brand & business goals:** anything the brand wants viewers to know that it is trying to accomplish, including launches

**Industry/niche:** the industry that the brand does business in or specific job the brand does

**Personality/personal interests:** especially for personal brands that rely on their own personality traits as part of the branding



Prop: Lesson planner  
Industry (teacher)  
Aesthetic

*Props are so fun!*

# 8 questions to ask

## when choosing props

1

### Do these props make sense in the scene?

Obviously you want your props to make sense in the scene you are creating.

### Do these props take away too much attention from me or the story I'm trying to tell?

Don't let the props get in the way or distract your audience from the main message you're trying to get across. Don't let them steal the show!

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### Are these props complementary to my brand style?

If your brand style is neutral and minimal, you wouldn't want to choose a bunch of colorful balloons and noisy-looking stuff, right?

### Do these props contradict any of my brand stories?

Us humans can naturally contradict ourselves sometimes. Try not to let your props contradict what you're trying to say.

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### **Do the props make sense in this location?**

You might be taking your brand photos in a public location- so consider the location you'll be taking the photos in and make sure that it makes sense to the viewers.

### **Does the prop help complete the mood of the scene?**

Use your props in a way that can help you create a mood or emotion. If they don't help create a mood- you might want to question how helpful they are.

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### **Do the colors of the prop match my brand/the location I am in or do they clash?**

If your social media feeds are highly curated, using props that clash with your curated feed might make you unhappy.

### **What will my audience/customer avatar/target market think of these props?**

The audience is who your brand is built to attract- so what are they thinking about the props- does it help to start a conversation and increase engagement?

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# Prop Shopping

I LURRRRVE shopping. And it totally counts as exercise, right? Any excuse I can get to shop, I'm down. But maybe you're not as enthusiastic or need a few ideas for new places to shop for props?

Here is a list of a few shops you might want to stop and take a look at when you're searching for your props.

- Ross
- Home Goods
- Target
- Marshalls
- T.J. Maxx
- Walmart
- Hobby Lobby
- Michaels
- Your local dollar store
- Amazon
- At Home
- Your local flower shops
- Goodwill and other local thrift shops
- Bed Bath & Beyond
- Pottery Barn
- The Container Store
- IKEA
- Antique & consignment stores
- Garage sales
- Facebook Marketplace
- Your local Buy Nothing Facebook group
- Apps like LetGo
- Your parent's or family member's house (believe me, they need to get rid of stuff)



Prop: Protein shaker  
Industry (health)  
Story



Prop: Framed photos  
& accessories with  
messages  
Industry (coach)  
Aesthetic

# *Props my clients have used*



A fake baby...because COVID...



A money gun...HOW FUN!



Industry tools like a  
podcast mic



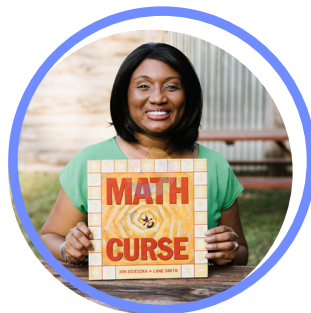
Classic prop: a laptop



Balloons



Confetti



Industry and  
brand appropriate  
books



A hat/wardrobe as props

# *Prop Brainstorming Worksheet*

Use some or all of the following prompts to help you brainstorm prop ideas. Think of the subject considerations mentioned earlier & the 8 questions so that it makes sense to YOUR brand. Happy brainstorming!



**Think of words that you use often in your brand. Can you think of a prop that can represent this word or that can showcase this word somehow?**



**What colors represent your brand? How can you bring this color into your photos by using props?**



**What are your clients pain points? Can you think of any item that can represent this symbolically?**



**What tools do you use in your business regularly? These often make great props for your brand photos.**



**Think of unique aspects of your industry/niche. Can you think of any items that represent these unique things?**



**If your brand was a food or beverage, what food/beverage would it be? Who knows, could make a cool prop for photos!**



**If you are a personal brand, what are some of your interests? Think of ways to show these interests through props.**



**What feelings do you want your ideal customer to feel when they encounter your brand? How can this be signified in an item?**



**Are there any way to incorporate some of your ideal client's interests into your photos? What items represent the interests?**



**Do you have any upcoming launches? If so, think of the subject matter or title of the launch & come up with items or themes that represent it.**

**Do you want to release seasonal photos? If so, what season will you be releasing them during? What items represent that season well?**

**Do you have a unique brand story? What is it? Can you think of anything from that story that can be represented with a prop?**



**Think of a scene from a movie that your brand would fit well into. What do you see in that scene? What colors are represented?**



**Think of the very basics of your brand messaging- your mission, values, & beliefs. How can you tell a story visually with these?**



**You're sending someone to your IG. What mood do you want them to feel when they click? How can you use a prop to help them feel that?**





*Let's do this!*

If you're reading this guide, you are well-on your way to planning your next brand photoshoot. It can be a lot, planning all the details.

Whether you are looking for custom brand imagery, brand films, video clips for social media, headshots, or an entire brand session, I've got your back on putting it all together.

Book a discovery call with me on my calendar so we can talk about your brand and how you'll benefit from some magical, authentic brand photos! Just click on the button below!

*Book a call*

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