

# THE POWER OF A PORTRAIT

*discover your visual brand with personality-driven brand photography*



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Breathe Life Into Your Image

Hi, I'm Linda Mackie,  
photographer, makeup artist,  
web designer with over twenty  
years of experience as a creative  
entrepreneur!

This workbook is designed to  
help you visualize, identify and  
communicate the essence of  
you and your brand personality  
in a way that will immediately  
differentiate you from the rest.

You'll experience more  
confidence in sharing your  
message, be able to clearly  
communicate how you want to  
present yourself and your brand  
and attract more of your ideal  
clients.

I'm super excited to be a part of  
your personal branding journey!

# WELCOME!



# WHAT IS PERSONAL BRANDING?

You are your brand.

Building a trustworthy brand is probably the most important thing you can do to naturally attract the kind of business opportunities and connections you dream of.

Branding photography can pertain to a person or a company and can be captured in both photographs and video, speaks to your true essence in visuals, and creates a desire in your ideal clients to want to make a real connection with you. Our online persona is typically the first impression we make in the world and branding photography gives you a wonderful and unique opportunity to authentically share your story and help set you apart in your areas of expertise.

A branding photography experience with me is designed for passionate professionals like you to get noticed and ultimately help you gain the success you want and deserve. My biggest joy is seeing my clients fully express themselves and blossom on camera and then hearing their amazing success stories as their business and brand grow. I would love to be part of your success...it's time to own your worth with stand-out branding and publicity images that will help you shine even brighter than you already do!

Personal branding is your personality and your promise to your customers. It's stories, relationships, marketing messages, and visual aspects like logos, fonts, colors, and images.

# WHO NEEDS PERSONAL BRAND PHOTOGRAPHY?

Whether you're an entrepreneur, business owner, personality, performer, public figure, or part of a corporate identity, it's more important than ever to set yourself apart and share your special gift and unique story with the help of stunning images of the brand that is you when you can't be there in person.

You are your brand and it's really all about how you communicate and share your unique message and in turn how your ideal clients think about you.

# WHAT WILL PERSONAL BRAND PHOTOGRAPHY DO FOR YOU?

- Show your true self
- Connect on a higher level to people who are right for you
- Raise your credibility
- Communicate your personal brand
- Get noticed by your peers and potential clients
- Show you mean business by caring about how you present yourself
- Get results by effortlessly attracting your best clients and projects
- Share your unique personality and values that set you apart from your competition.
- Present a consistent brand message across all platforms
- Feel confident and excited to grow and build your business.

# WHY IS PERSONAL BRANDING IMPORTANT?

A unique brand can have a huge impact on your business. As every interaction sends a message, it is your job to make sure all of those messages are consistent and support your brand strategy.

Proper branding can position yourself as a leader and expert in your field. It helps differentiate you from your competitors and build a loyal customer base. Personal branding gives you a chance to show your clients you understand them and have a solution to your problem.

My favorite part?

Branding lets you compete on experience rather than price.

Whether in person or online you have mere SECONDS to create an amazing first impression.

On that note, let's dive in and discover your unique personal brand and who your dream clients are!

# WHAT ARE FIVE WORDS THAT BEST DESCRIBE YOUR BRAND PERSONALITY?

Take your time thinking about these, as they will be words you anchor to whenever creating something visual for your brand. For example, some brands could be 'earthy, grounded, spiritual' while others might be 'bright, vibrant, confident, modern'. Use some of the words on the opposite page as inspiration if you're feeling stuck! You could also have some of your favorite clients, friends or family members how they would describe your personality and see what words keep coming up.

Adventurous

Elevated

Powerful

Artistic

Energetic

Professional

Attractive

Fabulous

Quirky

Bold

Impressive

Tranquil

Dazzling

Inspiring

Dazzling

Inviting

Unique

Upbeat

Detailed

Lively

Creative

Fancy

Radiant

Bright

Fashionable

Rebellious

Calm

Fierce

Relaxing

Caring

Flirty

Colorful

Glamorous

Strong

Conservative

Graceful

Stunning

Contemporary

Honorable

Stylish

Reliable

Chic

Fresh

Romantic

Classic

Friendly

Soothing

Clever

Fun

Sophisticated

Dramatic

Modern

Vintage

Earthy

Natural

Eccentric

Organic

Wild



# DEFINE YOUR DREAM CLIENT

Who are you looking to connect with and speak to? Get really specific here and think about exactly who you would love to work with. Either think of an amazing client, or imagine who would be an ideal client for you. This will help with consistency and clarity when developing your brand.

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Marital Status: \_\_\_\_\_

Children: \_\_\_\_\_

Occupation: \_\_\_\_\_

Income: \_\_\_\_\_

Favorite Hobbies: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What is his/her biggest fear(s):

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List at least 3 of his/her goals/dreams:

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Why does he/she need to work: with you:

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# HOW DO YOU WANT PEOPLE TO FEEL WHEN THEY INTERACT WITH YOUR BRAND?

Similar to the words you'd use to describe your brand, but this time concentrate on exactly how you want people to feel. Is it safe and familiar? Are they excited and inspired by what they're seeing? Maybe they're curious. Tap into the mind of your dream client and the feelings they'll have when interacting with your brand.

# WHAT IS A PERSONAL BRANDING PHOTOSHOOT?

A personal branding photoshoot is a creation of intentional, magazine quality images that are on point. A perfect reflection of you, your brand, your work and your business.

These images literally show what you do and who you are. Images that create a cohesive look for your website, emails, blog, social media, and marketing materials. And then you can blast them out, far and wide, so that you can earn more trust, increase your brand awareness and grow your business.

# WHY DO I NEED PERSONAL BRANDING IMAGES?

Today more than ever people (including your dream clients!) want to connect to a real person. To stand out in the crowd, you don't need to be the fanciest or the shiniest. You need to be the best version of yourself!

Because when you unapologetically stand up as yourself, and unabashedly claim your truth through your images, you'll earn trust.

Understanding your personal brand and how to convey your image in a way that is cohesive with that brand will allow you to reach more people, impact more life, land more customers and clients and feel more confident as you get out there and market the work you hold so dear. Now let's start brainstorming about your perfect branding images!

# WHERE ARE YOU MAINLY USING YOUR BRANDING IMAGES?

List all the places you're planning on using your branding images. Are they mainly for your website? Social media? Maybe you'll need some square format images for Instagram, or long horizontal banners for Facebook. Possibly creating tall, vertical banners? These are great things to keep in mind when planning your personal branding session.

# CREATE A LIST OF 'MUST HAVE' IMAGES

Start brainstorming your top 5 to 10 must have images. Keep in mind where you'll be using the images and the purpose behind them. You'll need literal shots (i.e. This is literally what I do or what I look like when working with clients) as well as personality shots that show your true essence. Do you need a great headshot for LinkedIn? Maybe a killer image of you laughing for your home page. Other ideas could be working in a cafe on laptop, connecting with nature, on cell phone, etc.

## **LIST ANY MUST HAVE DETAIL IMAGES**

Are there any detail images that would help tell your brand story? Perhaps you create handmade products and you'll need some pictures of those. Other ideas could be close up images of your hands journaling or typing on your laptop, or possibly your hands to your heart to show gratitude - a great idea for your testimonial page on your website!

## **CREATE A PINTEREST BOARD IMAGES THAT REALLY SPEAKS TO YOU.**

This is your mood board for your brand. Pin images that you're attracted to. It could be the pose, expression, background, colours, etc. Once you start pinning images you will notice similarities, which can really help define the look: you're going for. Use this as inspiration only, as you don't want to mimic the images exactly because you are creating a brand that is authentically you!

## **CONGRATULATIONS!**

You're one step closer to getting crystal clear on your unique brand! Which means you're that much closer to attracting your dream client and making money doing what you love!