



THE TOP 5

MUST-HAVE PERSONAL
BRAND IMAGES!

IDEAS FOR CREATING CONNECTION

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Breathe Life Into Your Image

I'm so happy you're taking the time to think about the kinds of images you're going to need to represent you and your brand!

The reality is that it's our nature as human beings to make judgments based on what we see every day.

Great images connect and invite people into wanting to work with you. In order to do that effectively, it is important to capture a variety of different styles of imagery to let people into your world and get to know the real you.

So it's time to ask yourself, do your current photos of you and your business accurately communicate the value and service that you deliver?

Tried and tested for every business owner, big or small, these top five image styles will work whether you're selling an online product or marketing in-person services. If you have just one from each of these categories, they'll work around the clock in all your marketing materials so they speak for when you can't be there in person!

So let's get straight into my Top 5 Personal Branding Images you've just gotta have!

Linda

1. Profile



Your *Profile*, ie Headshot, is typically a tightly cropped, head and shoulders portrait of you making direct eye contact with the camera, and your ideal client!

It's important it's well-lit, high-resolution quality, and above all - recognizable - just like the you who shows up in the real world.

It's the main image you'll use for your social media profiles, on the *About Me* page on your website, as well as on your business cards and email signature. It should easily be cropped to a square and exude confidence and encourage friendly connection.

2. Work With Me



Your *Work With Me* portrait is approachable and welcoming, with an emphasis on what it feels like to hang out and work with you.

It could be in your office, board room, personal living space, or even in a café if that's your working style!

Just make sure it's a realistic depiction of what it feels like to work with you. Regardless, there's always room for artistic license, as it's the mood and feeling you want to convey so that your ideal client comes away with a pretty accurate picture of what it could be like to work with you

3. Lifestyle



This is the 'I want what she's having!' image that is often splashed all over social media and sometimes makes us a little envious of other people's lifestyles - which is what they're intended to do!

It is a chance for you to entice people to be attracted to YOUR lifestyle, as something for them to aspire to.

Don't worry if you aren't exactly living the lifestyle you want to be every day (I can almost guarantee not many people are) but it can be the lifestyle you are aspiring to also. These images can act as your own personal 'inspiration board' pics.



4. Details

Detail images are great story-tellers for your social media because they add context and shine a light on the different facets of you!

They can be pretty flat layshots of your working space, products you sell, tools of your trade, or even things that speak to your brand or simply things you love such as flowers or your favourite food or furniture design you love!

The main thing is to know the purpose or role each image plays and the message or feeling it is communicating.

Are there specific products you want to highlight? Do you have recurring themes in your business or have certain values or feelings you want to get across in your imagery?

Think outside the box here and get creative!



5. Signature

These are those kind of epic banner shots that instantly communicate a mood or a feeling.

They are not intended to be in any way realistic, though of course they can be.

This is the image that can make you unique, recognisable and totally set you apart from the rest.

A SPECIAL NOTE FROM LINDA

Now you should be well on your way to creating images that will connect & resonate.

When you have images that you love, you will share them -and people will be drawn to you. It's that simple. I hope that this will serve you well in your quest to elevate your personal brand presence.

I would love you to connect with me so please feel free to find me on social media!



I love to help entrepreneurs just like you gain confidence & make more money with great personal branding imagery!

I can't wait to connect with you soon!

Linda

