

# BUILD YOUR BRAND

*Why customised branding photography is important for small business owners*



## RE-EVALUATE & PIVOT

Did the COVID experience help you to re-evaluate what you want from your job?

Did you decide to transition from employee to consultant or entrepreneur?

## UPGRADE FROM STOCK IMAGES

It can be tempting to stick with stock photography on your website.

When and why should you consider using brand photography tailored specifically to your small business.

## HIGHLIGHT YOUR SERVICES

Show potential clients what it is you offer and what working with you looks like.

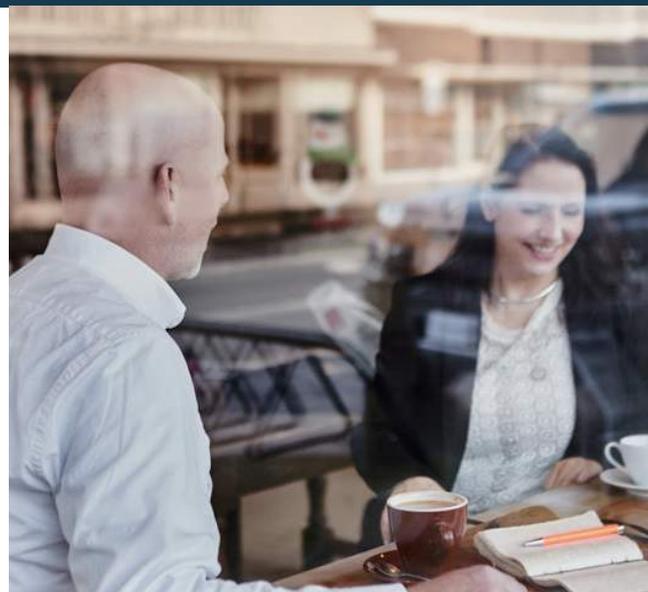
Shine a light on the services that are new or that have changed over the past year.

## STOCK IMAGES AREN'T ALL BAD

One of the main problems with using stock photography or template images, is that people in your industry are also doing the same thing. Often you see the same images being used over and over again by small business owners.

When you are starting out and do not necessarily have a photography budget, then stock images can be very useful.

Try not to use the images that come as part of template design. Instead, look for images that resonate with you personally or your brand on stock photography sites. This could be through pops of brand colours or complementary colours.



**Your best  
is waiting  
for you.**

Are you ready for change?



## EVOLUTION & GROWTH PHASES

This is an ideal time to create images that will both appeal to your existing clients, and also attract a new client base.

Do you need to create images that how your business is conducted with COVID safety in mind. How can potential clients visualise how your services are offered.

Alternatively, there might be a service you already provide that you would like to promote further.

## TIME TO REFINE

You've been working hard on your brand, your key messaging has been refined. And you have a much better idea of how what sort of images would work best for your business.

At this point, the copy and images you've been using online may no longer reflect your brand message.

This is where images crafted and tailored to suit your small business may be even more appropriate than ever.

This is a great opportunity to show you actively working in your business. Images that will show the essence of who you are and what it is you offer to your clients.

Consider tying in key elements from your brand. This could be represented by specific colours, items, specific objects related to products and services, or themes.

These sort of personal brand images will help set you apart from your peers.

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**Images of you  
working in  
your business  
help your ideal  
clients feel  
more  
connected to  
you and your  
purpose.**

Branding photography packages can be used to create images tailored to individual services or revenue streams.

These images are not only limited for use on your website, but can also be used for social media content, email newsletters, guest appearances on podcasts, blogs and webinars.

