



# YOUR BRAND PHOTO GUIDE

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## WHO AM I?

I'm Khandie, your go-to brand strategist and personal branding photographer. I'm here to cut through the BS and help you tackle those pesky self-image insecurities head-on.

My mission? To show people that they're superb just as they are, to help them embrace their uniqueness, and to make sure their first impression leaves people gobsmacked—in a good way.

We'll create killer images that not only boost your confidence but also propel you to kick ass in the work that sets your soul on fire. Ready to shine? Let's do this!

## HOW TO PLAN FOR YOUR BUSINESS

Your personal brand image strategy hits the mark when you focus on your audience.

What content should you be whipping up for them? Let's dive in.

First up, I've got some "Must Have" shots that work wonders, no matter your business. Plus, I've tossed in some extra content ideas to help you decide what to add to your shot list.

Browse through these sections, pick your faves, and get ready to wow your audience. Your photographer will be there to help you nail those perfect shots.





# THE MUST HAVE SHOTS



## THE HEADSHOT

The hey its me image. So useful for profile photos, email signatures but also just to show you are. People buy from people remember. Smiling also is a winner but not too much. A 'soft smile' as the cool kid say.

## THE BEHIND THE SCENES

Its a great way to story tell and use for your about me/my story pages. Show more of your space. Dont be afraid to really show it.



## THE CELEBRATION/VICTORY SHOT

These are to show your personality and the brand vibe. A great image to use to launch a new product or similar.

# THE MUST HAVE SHOTS



## NEGATIVE SPACE

Create for ads, overlays and other uses. Be sure to get them not just with a plain background and get left and right justified.

## THE PERSONALITY SHOT

People want to know you. So be ok so show your self. Keep it onbrand for the image you want to portray.



## LIFESTYLE SHOT

An image that shows your product or service in a more relaxed relatable environment. If in person, show clients using/interacting.



# CONTENT IDEAS

## 25 VERSATILE CONTENT IDEAS FOR ANY BUSINESS TO POST ON SOCIAL MEDIA:

1. Behind-the-scenes of your daily operations.
2. Meet the team – introduce your staff.
3. Customer testimonials and reviews.
4. How-to guides related to your industry.
5. Sneak peeks of upcoming products or services.
6. User-generated content – share posts from your customers.
7. Fun facts about your business or industry.
8. Polls and surveys to engage your audience.
9. Share your company's mission and values.
10. Highlight a day in the life at your business.
11. Throwback posts to your business's early days.
12. Industry news and trends.
13. Success stories from your clients.
14. Frequently Asked Questions (FAQ) series.
15. Special promotions or discounts.
16. Milestones and anniversaries.
17. Behind-the-scenes of product creation.
18. Charity or community involvement.
19. Share a quote that resonates with your brand.
20. Interactive content – quizzes or challenges.
21. Customer spotlights – feature your clients.
22. Quick tips or hacks related to your industry.
23. Celebrate holidays or special occasions.
24. Host a live Q&A session.
25. Share your favorite tools or resources.