



# MY BRANDING SHOOT

*the ultimate guide*

BY TILANIE GROTE PHOTOGRAPHY

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*welcome to*

# TIPS AND TRICKS TO MAKE YOUR BRANDING SHOOT GO SMOOTHLY

“You absolutely must have professional photos taken for your website!”– I am sure as an entrepreneur you have heard this many times before, but what exactly is a branding shoot? And, more importantly, why do you need to have one? Let's find out.

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*best time*  
**ANYTIME**

When is the best time to have a professional branding shoot?

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**BEGINNING**

A professional branding photo shoot can be done at any time. It is ideal to have a shoot when you're launching your business. It tells your potential clients that you're a professional and you're serious about your business. It signals that you pay attention to detail and put time and effort into presenting your business well, and it's very likely that you'll treat your clients with the same care and attention.

**RE-BRANDING**

If you are re-branding or just freshening up your look, it's a perfect opportunity to have a branding shoot to reflect the new look.

**CHANGES**

It's also advisable to have a branding shoot when you add new products or services to your offering, or your business has grown and you've made changes. For example, if you're a coach and you're launching a new course, you would need relevant new images that brings the course to life. You may decide to add a podcast or Facebook lives to your website – some fresh new photos will go a long way in enticing your clients and getting their attention.



## Why you need a professional branding shoot

I'm sure you've heard the expression, "A picture is worth 1000 words". And with good reason.

I believe that pictures are the single most powerful communication tool. And, having professional photos taken of yourself, your products, your work environment, and your team creates a sense of professionalism in your brand. Professional images of yourself express the essence of your personality so you can confidently connect with your ideal clients and build a memorable brand.

What is your current brand perception on a scale of 1-5

By presenting your clients with relevant images across your entire online presence that authentically represent you and your business, you're revealing who you are and giving them a glimpse of what you represent.

A well-planned, professional branding shoot will provide you with a gallery of images that can be used across your marketing collateral, including your social media platforms and your website. Not only does it look amazing, but it establishes credibility which helps build trust with your potential clients. In my branding shoots, the images are planned and executed to create a cohesive look and feel that will enhance your brand.



**"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another." – Seth Godin**

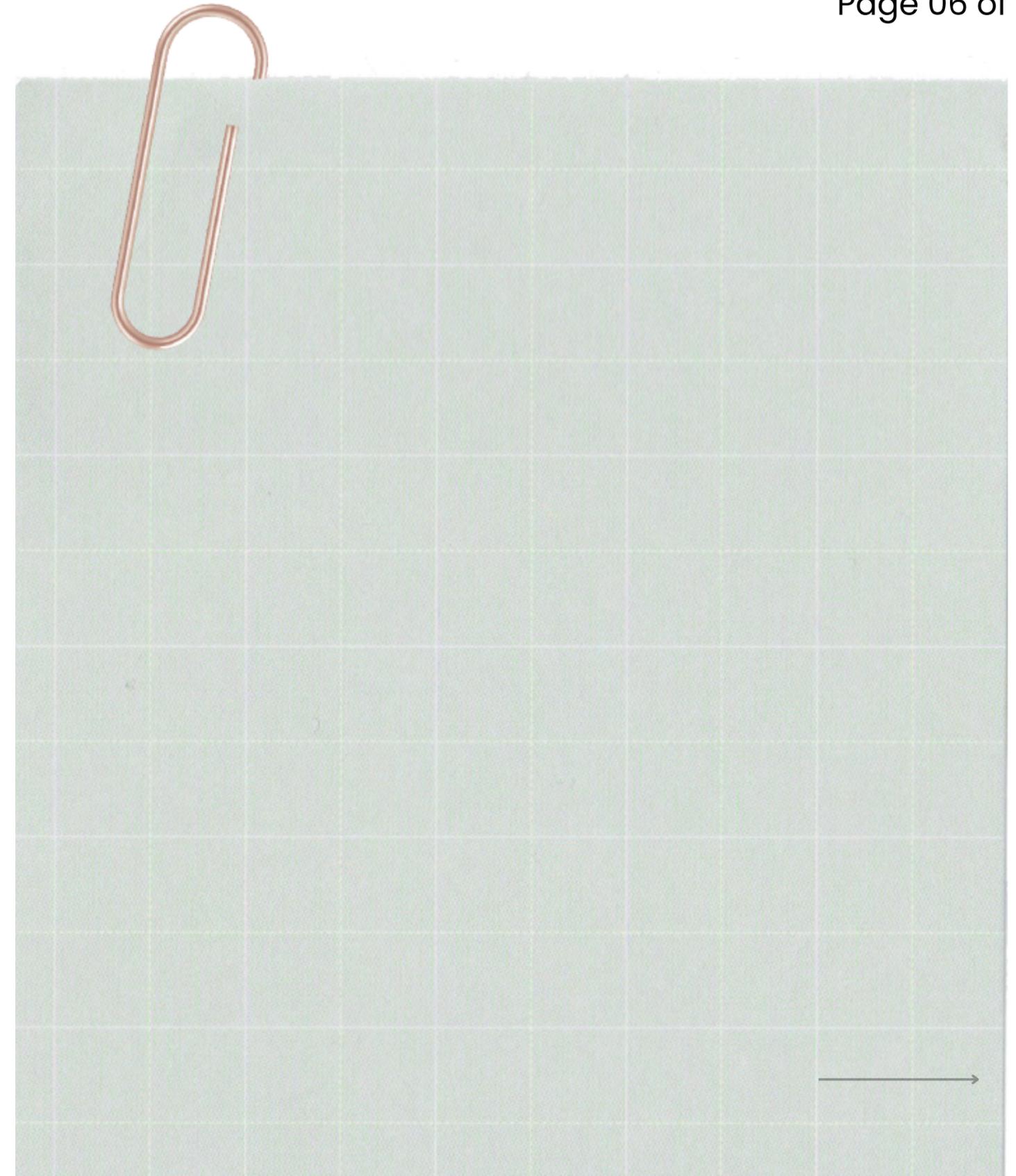
# SELFIES

There is certainly a space for some candid selfies on social media platforms, but you'll notice that the brands and entrepreneurs that stand out from the crowd are the ones who use professional photos for the bulk of their imagery.



# STOCK IMAGES

The same can be said about stock images. While there are some good options, the bulk are generic and overused. And, if they don't match your brand and product, they can do more harm than good and confuse your client. One thing I know for sure is a confused client does not buy!



# socials

## HOW YOU CAN GET THE BEST USE FROM YOUR PROFESSIONAL BRANDING IMAGES

If you're wondering where you'll use these images, all businesses should have an online presence. This includes your website (variety of images needed) as well as an array of social media platforms:

Facebook (more relaxed images)

Instagram (be creative, tell a story)

LinkedIn and email signature (your more formal headshot)

Newsletter images (images to support the text in your newsletter)

If you want people to find you and connect with you on these platforms you'll need a photo of yourself. By having an array of professional images available, you can keep things interesting and it shows that you pay attention to detail.

It's worth a reminder that people buy from and do business with people. They want to see the person behind the voice on the phone or the email. And if they see different images of you across your website and social media accounts – it creates a sense of being familiar. They feel like they already know you, and are primed to want to do business with you.

**“The keys to brand success are self-definition, transparency, authenticity and accountability.” –  
Simon Mainwaring**



INSTAGRAM



NEWSLETTER



LINKEDIN



FACEBOOK



## FORMAL

Different types of images are suited to different platforms. While all are professional and show you at your best, more formal ones may be suited to a LinkedIn profile whereas a more casual and fun image is better suited to your Instagram account.

## TEAM

If you have a team, you will need images of them for the same reasons mentioned above.

## PRODUCTS

If you have products, you will need to showcase them. (Some may feature in your branding shoot if relevant, but in essence products require their own shoot). If you had a single product like a beautiful eco-friendly yoga mat, it forms the essence of your brand and would feature in your images. →

# *frequent updates* **KEEP YOUR SOCIALS UPDATED**

You will need images to post on Instagram and Facebook, which need to be updated regularly. The applications for your branding shoot images are endless. I will provide you with a wide variety of images that can be used and will remain relevant for a set amount of time. Use your images for:

- Advertise specials or changes
- Special occasions like the business birthday
- Popular dates like Easter or Mother's Day
- Announcements like new product launch or a new staff member etc.



# location location location

**WHERE WILL I PHOTOGRAPH YOU?**

After an initial discussion about your business and your needs, where you would typically work and where you feel it would make the most sense to photograph you, your photographer will source some potential venues.

It is often possible and relevant to have the shoot in your home or home office or the space where you work daily. If you make products or manufacture items, it would be beneficial to photograph at least some of the images here to showcase the processes or the authenticity of your work.

Where do you feel most comfortable to shoot?

Empty speech bubble for user input.





# WHAT TO WEAR?

This is by far the most frequently asked question I get when clients book their branding shoot – and rightly so!

Outfits are very much dependent on your profession, as is the rest of the shoot. Your brand photographer should aim to understand you, your business, and your brand so they can help guide you every step of the way and that includes choosing the best outfit for what you want your images to convey.

## *insider info*

With several years of experience as a professional photographer, I've worked on countless branding shoots and have developed an eye for what works and what doesn't. I'd like to share these insider tips with you so you look and feel your best. \_\_\_\_\_→

What are my brand colours? What feel do I want for my website?

# Do's

# Don'ts

Consider your branding style and colours. If your website is white with hints of pink and gold, I'd advise you to wear colours within that range or neutral colours like white, cream, or beige. Make sure those colours suits your skin tone, as some people look washed out wearing all white.

Wear solid softer shades unless you're a crazy creative – then disregard this and wear bright colours for your shoot.

Be absolutely comfortable in what you're wearing!  
Be confident with the outfits you choose and make sure it fits properly

Choose outfits that accentuate your best features and hides the parts you are not so crazy about (don't we all have those!!) – As an example, if you are not happy with your upper arms, make sure to wear long sleeves.

Don't wear red, it casts colour on your skin. Unless if it is the color of your brand and you wear it often.  
A bright orange outfit and dark blue are also colours to be wary of when it comes to photos.

Make sense with what you wear. If you are a landscape garden designer for example, don't wear a formal dress and stiletto heels, it will confuse your clients. But do wear something that makes you feel beautiful and yourself. In other words look like the best version of your true self.

Bring a few outfits and we can decide together which will work best or which ones to use.  
And you can possibly mix and match to create many looks with minimum effort.

Bring along some accessories, especially if you choose only one outfit. It can create many different looks in one shoot. Scarves, jewellery, jackets or cardigans and shoes.

Look as much as the real you as possible! You don't want clients to look at your photos and then meet you and be extremely confused since the two look so different.

Avoid wearing thin lines, bright colors, patterns, slogans, or logos – unless if it is part of your brand. Apart from it looking too busy and won't be timeless and it distracts from your face.



In work environment



In work environment



Brand colours



Too busy



Solid colour suits her skin and brings out her eyes



Soft colour

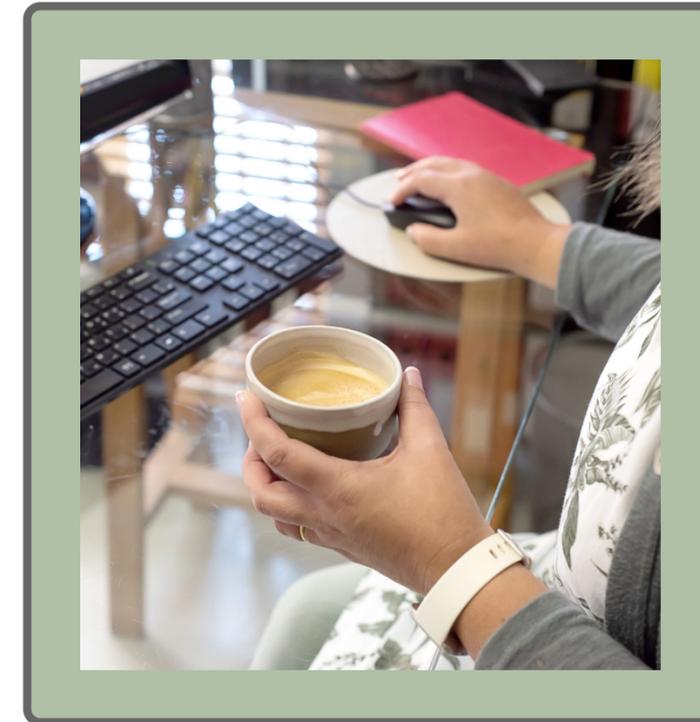
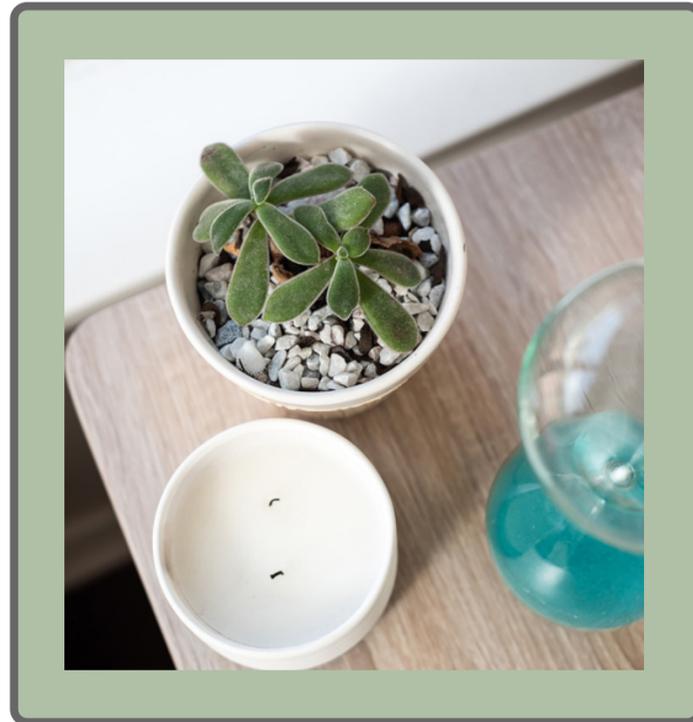


White can work for some skin tones



Fine lines swirl

# WHAT TO BRING WITH YOU *props*



- After a thorough discussion beforehand, your photographer will determine what props are needed for your shoot if any. It will be wholly related to your business.
- Laptops, phones, iPad, notebooks, stationery, files and folders have a wide application in any business, so bringing some of these items is always advised.
- Greenery on desks or flowers makes images softer and easy on the eye since green is a very calming colour.
- Your personal products and/ or the tools of your specific trade.
- Coffee cups are always a winner to have on the day. Here you can also bring out your own unique sense of humour or a favourite saying or add in a splash of colour if you are wearing neutral colours.

My props:

# *breathe smile relax* **ON THE DAY**



## TIME OFF

I would advise you take at least half a day off, so you can be relaxed and not rushed to get to an appointment or meet a deadline.



## MAKE UP AND HAIR

Have your hair, make-up and manicure done early and dress in the first outfit you will be wearing. Meet me at the selected venue. We will have a chat, go over the plan for the day together and I'll explain the flow of the shoot, so it's easy, fun and stress-free for you.



## RELAX AND ENJOY

I will arrive fully prepared with a plan for your shoot. I will guide you through the process and advise you as we go. I'll put you at ease and help you through the process of posing, finding relevant areas, staging the props and ensuring you have a great shoot. Breath, smile and relax! →

*checklist*

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Change of clothes and shoes

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Accessories

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Props

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List of questions

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Make up and hair brush

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Got directions to venue

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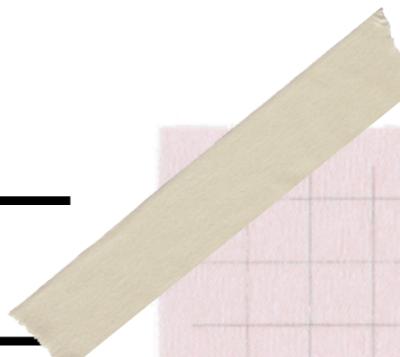
Other

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My Notes

# *introduce* **ABOUT ME**

I am a personal branding, lifestyle and portrait photographer with 10 years experience. For the last 3 years, I've been focusing on branding photography. Once Covid hit, many people finally started the business they always wanted to or were retrenched and had to pivot in their careers. I love working with different entrepreneurs to plan and execute images that will help launch their businesses.



**TILANIE GROTE**





**“Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.” – Jason Hartman**

I hope that these tips and tricks have given you some ideas on the importance of a branding shoot to propel your business and showcase your products

I also hope that you will feel more informed on what to expect and that a branding shoot will be a relaxed, productive and professional experience for you.

*Thank you*  
**TILANIE GROTE**

# 5 Questions to ask your brand photographer

1 How will professional photos enhance my brand for my client?

2 How often will I need to do branding photos?

3 How many photos will I need, and where will I use them?

4 Where will we take the photos?

5 What do I wear?



My questions

**“...branding is your fundamental promise of whom you serve, how you make them feel and what’s different about how you deliver. Marketing is how you get this message out there once you have defined it”**

- TWIST: How Fresh Perspectives Build Breakthrough Brands  
by Julie Cottineau