



# HOW TO MAKE **BRANDING** PHOTOS WORK FOR YOU

# THE POWER OF FIRST IMPRESSIONS

First impressions happen instantly. Research from Princeton shows that people determine trustworthiness in **just 0.1 seconds** based on appearance alone. This is why major brands invest millions on high-quality visuals—because trust starts with what people see.



## WHAT YOU NEED TO DO FIRST

Review your website and social media.

If a new visitor saw your brand for the first time, would they see an expert or a beginner?

# 01. YOUR WEBSITE

---

Your website is often the first place potential clients go to learn more about you. Your branding photos should make a strong first impression and establish trust instantly.

## ABOUT ME PAGE

Your 'About Me' section should have a clear, confident photo of you that builds trust instantly. A warm, approachable headshot with a natural smile makes you look inviting and professional.

## HOMEPAGE

Feature an image that aligns with your message—whether it's a lifestyle shot, a powerful headshot, or an action-based photo that showcases you in your element.



## Real-Life Scenario:

- A business coach uses a dynamic speaking photo on their homepage to show authority and confidence.
- A wellness coach features a peaceful, outdoor shot to convey a sense of calm and balance.
- A real estate agent includes a photo of them handing keys to a happy client, reinforcing trust and success.

# 02. SOCIAL MEDIA PROFILES

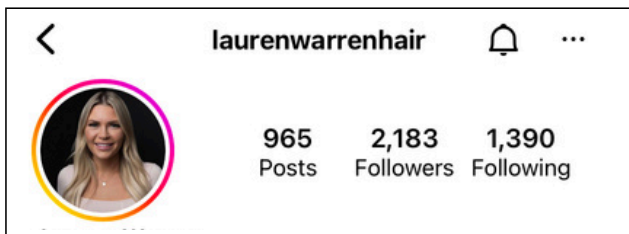
Your social media presence is a critical part of your personal brand. High-quality branding photos make your profiles stand out and create consistency across platforms.

## PROFILE PHOTO

Your profile image is your digital handshake. Make sure it's high quality, well-lit, and represents your personal brand.

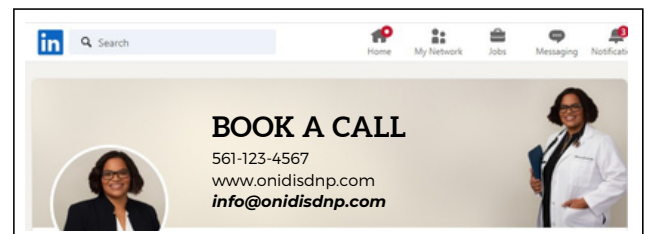
## CONTENT STRATEGY

Mix professional photos into your content—posts, reels, and stories—to build recognition and connection.



## COVER/BANNER IMAGES

Use a mix of branding images in posts, banners, and reels to reinforce credibility



## Real-Life Scenario:

- A marketing consultant updates their LinkedIn profile with a fresh headshot, increasing connection requests and engagement.
- A fitness coach uses action shots of them working out to build authenticity and trust.
- A luxury brand owner posts high-quality behind-the-scenes images to add exclusivity and personality to their brand.

# 03. PR & SPEAKING OPPORTUNITIES

---

If you want to be featured in publications, podcasts, or speaking engagements, high-quality branding photos are a must. No one wants to feature someone with a blurry, low-res image.

## MEDIA KITS

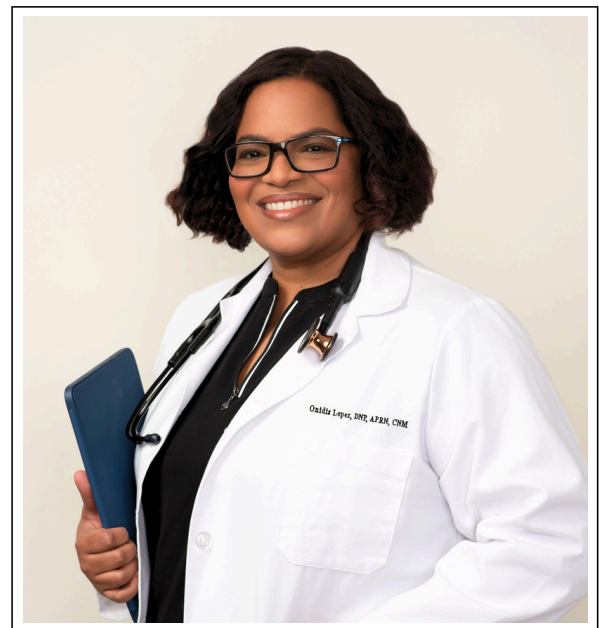
Include professional photos in your press kit so journalists and event organizers have quality images to use.

## CONFERENCE PROMOTIONS

If you're speaking at an event, organizers will request a headshot for marketing materials.

## PODCAST & GUEST FEATURES

A polished, on-brand photo increases your credibility and makes it easier for hosts to promote your appearance.



## Real-Life Scenario:

- A mindset coach lands a podcast interview, and the host promotes it using their professional headshot, leading to increased audience engagement.
- A corporate consultant submits a high-resolution headshot for a magazine feature, making their article look polished and professional.
- A motivational speaker provides a branded action-shot for an upcoming event, reinforcing their image as an energetic leader.

# 04. EMAIL MARKETING & LEAD MAGNETS

---

People connect with people. Including branding photos in your emails makes them feel more personal and trustworthy, strengthening your connection with your audience.

## WELCOME SEQUENCE

Use a professional photo in your welcome email to instantly create familiarity and warmth.

## LEAD MAGNETS

Incorporate photos into your PDFs, guides, or downloadable resources to make them visually appealing and memorable.



## NEWSLETTER HEADERS

Feature a friendly headshot or an engaging branded image at the top of your newsletters.



## Real-Life Scenario:

- A business coach includes a smiling headshot in their newsletter, increasing open rates and engagement.
- A fashion stylist adds lifestyle branding photos to their lead magnet PDF, making it feel premium and stylish.
- A personal trainer uses before-and-after branding shots in their email sequence, building credibility and trust with potential clients.



## HERE'S WHAT YOU NEED TO REMEMBER:

---

- Your personal branding photos matter more than you think.
- Low-quality visuals are holding you back.
- Investing in professional branding photography is one of the easiest ways to increase credibility and attract premium clients.

If you're ready to stand out as the authority you are, it's time to invest in branding photography.

Let's create the visuals that position you as the go-to expert in your industry.

[CLICK TO BOOK A CONSULTATION TODAY](#)





## About Me

---

With over a decade of experience, I have helped hundreds of people transform how others see them online and in person.

My hope is that I can help you do the same.

Because YOU deserve to take up space and be recognized for the skilled person and expert that you are.

*your photographer*

**Phillip Destruge**