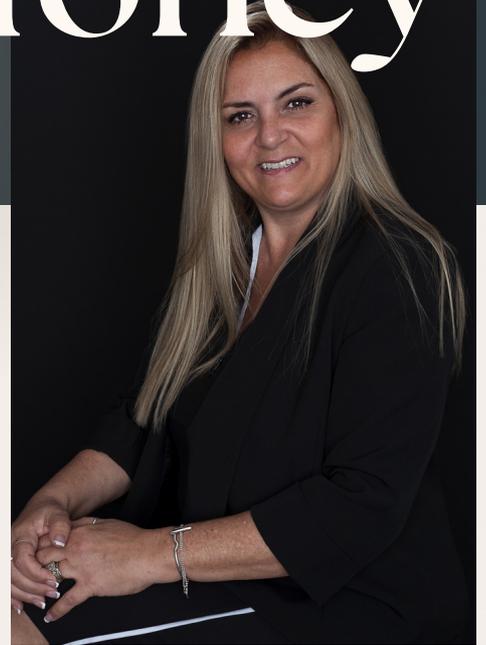


# 22 Images That'll Make Your Business Money



Full Disclosure:

Excessive use of this list may cause your sales to go up and save you time.



# The Ultimate Brand Photo Shoot List

Images are one of the most effective ways of selling your products or services.

A sharp and detailed image can be the deciding factor for someone who is trying to make an educated decision between your product or the competition's.

As a branding photographer for the past 10 years, I have seen many businesses thrive simply on the fact that their images SOLD their services a lot better than everyone else's.

Those images apart from being beautifully lit, retouched and composed also provided key information to it's consumers; information that built trust and ultimately reinforced their decision to purchase.

This is why content for your business is vital to it's health. However, sometimes trying to figure out what photos to take can make you want to pull out your hair.

So to help you not lose your mind and use less brain power that can be used towards your business, I've compiled a list of 22 of the best photos you can take for your business!



Phillip Destrugé  
Branding Photographer

## **1. Unique Selling Point**

Each product or service has a USP. Identify the one in your business and figure out a way to photograph it and display it on your social media or website.

## **2. Transformations**

One of the most incredible selling tactics in your arsenal is the ability to show the transformation your clients will go through. A good "BEFORE" image followed by an amazing "AFTER" image is a guaranteed way to grab a prospects interest.

## **3. Behind The Scenes**

Showing the work that goes on in your business is a great way to invite your customer to understanding how much goes into the service they enjoy.

## **4. Team Images**

Have a team? Show them off! Remember that when you're not around, it's their faces your customers will be getting familiar with.

## **5. Individual Team Info**

Same concept but on a more personal level. Every client is different and they may feel more comfortable with someone they can connect with. So show off each member and their unique personality.

## **6. Best Product/ Service**

What is the creme de la creme of your business? The product you want to sell the most of because you know it benefits your customers the most?

## **7. Most Popular Product/Service**

There's always that one product that is consistently ordered or sold out. When you identify it, be sure to use it. It'll help increase your sales because people like to know what everyone else gets. "Most Popular / Customer Favorite"

## **8. Small Details**

Depending on what you sell, small details may be a very influential part in making a purchasing decision. Even if it's not there's always that one customer who will appreciate to know as much as possible about a service/ product.

## **9. The Shop**

This is your home away from home and just like it, you want your customers to feel welcome. Hi quality images of your space can convince someone to want to come in and know more.

## **10. Benefit of Product/Service**

Are the benefits of what you are selling visible? Can it be captured on camera or film? If so, you NEED to show it.

## **11. Testimonial**

Testimonials act as a strong social proof that whatever you are providing is worth someone else's time and money. Pick your favorite and feature them on your social media.

## **12. The Process**

Every client wants to know what happens next when they hire you. What should they expect during the process. These steps can shown in a visually appealing way.  
(Carousels)

## **13. FAQ's**

Every business has a set of questions that tend to come up frequently. Use this opportunity to address those FAQ's with creative visuals.

## **14. The Boss**

They want to know you, the star of the show. Personal branding is a concept that is becoming increasingly necessary in how companies are doing business. People are not just looking for great products but great people to do business with.

## **15. Favorite Activities - Business Related**

What are a few activities that you participate in, that can show your audience a little bit about who you are and how your business brings it together?

## **16. Tips & Tricks**

Is there information that you can provide via imagery or video that you can share with your customers that will benefit them?

## **17. Flat Lays**

These are a great creative option that you can use to show what you sell. To display a combination of products that pair well or for creative marketing in long form content such IG stories or Reels. (Ex: cover photos)

## **18. Lifestyle Images**

These images work great to show off a day in the life of your business. The overall ambience of your place of work and what might your clients expect when they meet you.

## **19. Collaborations**

Working with other businesses is a great way to cross market each other and help you reach new customers. Be sure to include you working with these other businesses in your content. Social proof at its finest!

## **20. Events**

Whether it's a charity event, a grand opening or networking event, having the ability to share these moments is a great way to reinforce that you are socially conscious business keeping busy.

## **21. Working With A Client**

What is it like working with you? Is it a smooth process? Does it require a lot of time? Are you easy to talk to? Do you make clients feel comfortable? These can all be answered with great quality photos.

## **22. Props**

What are some of the tools of your trade? Are you willing to share how the process is made? How does that tool improve the overall client experience?

## **BONUS!**

### **23. Headshot/About Me**

A great headshot has the ability of creating an amazing first impression! It can tell the person viewing your image, what they should expect from you and your business. It's sets a professional baseline.



# Image Checklist

- Unique Selling Point
- Transformation
- Behind the Scenes
- Team Images
- Individual Team Info
- Best Product/Service
- Most Popular Product/Service
- Small Details
- The Shop
- Benefit of Product/Service
- Testimonial
- The Process



# Image Checklist

- FAQ's
- The Boss
- Favorite Activities - Business Related
- Tips & Tricks
- Flat Lays
- Lifestyle Images
- Collaborations
- Events
- Working with a Client
- Props
- Headshot/About Me

**Be sure to go over these tips and use them throughout your social media posts, websites or as blogging material.**

**All these are ways that you can clearly communicate the value you offer to your audience and potential customers.**

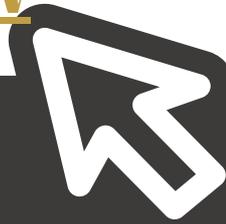
**If you find that creating all this yourself is just too time-consuming or overwhelming. Give me a call and we can hop on a call & find a service that fits your needs the best.**

## **Bonus Gift:**

A \$100 Gift Card to use as credit towards your next photo session



**Click Here To**  
**Book Now**



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