



Thank you so much for being curious about how to create images for your brand that will help you reach your ideal clients and support you earning a great living doing meaningful and important work!

In this far reaching guide, you'll discover;

- ▶ 3 things a successful brand photo does
- ▶ 5 kinds of images to include in your branding & social media
- ▶ exercises to help you understand how to capture your brand
- ▶ examples of successful brand images
- ▶ practices for learning to love the way you look in photos & have fun getting your photo taken

You'll have an opportunity to make it personal so I highly recommend you grab a journal, writing tablet or whatever you love to use to take notes.

Ok, are you ready?

Great, let's dive in!



## What Makes a Successful Personal Brand Photograph?

Over a decade of capturing entrepreneurs, coaches, speakers and all kinds of incredible people not to mention hours upon hours doing “research” on social media, I’ve come to believe that Stand Out Personal Brand Photography does 3 things expertly

### 1. Successful Personal Brand Photos are “Visually Arresting”.

This may be the most obvious and easy to achieve. You want photography that stops our scrolling or googling and compels us to read what it is you want to share. Create and share photos that are bright and beautifully lit, photos that are intelligently framed and vibrant, photos that spark the thought “Wow, that is beautiful!”

### 2. Successful Personal Brand Photos Visually Represent and Add Credibility to Your Brand.

This one takes a little more “unpacking”. Let’s start with having images that “Add Credibility to your Brand”. The quality of your images will represent the quality of your brand. Pretty straight forward, right? When you use images that are professionally captured, intelligently composed and well lit, your clients will believe that your business and brand is something you are invested in. It will reassure them that what you have built is trustable and is a business they can invest in too.

Now, let’s talk about Visually Representing your brand. Your Images want to visually represent -

- a. what it is that you are offering your clients practically (for example, health coaching, personal training, life coaching, therapy, movement classes)
- b. and what are you offering your clients on a deeper level

*Want to make it personal? Cool, let's do that. We've crafted two exercises that will help you do just that.*

## EXERCISE

### HOW DO I REPRESENT WHAT I'M OFFERING MY CLIENTS PRACTICALLY?

Start with a list of all the ways you work with your clients - coaching sessions, cooking lessons, yoga classes, recipes, meditation practices, physical training routines, journaling exercises, recorded content. Some of the ways you work with clients may be easy to capture, like cooking lessons or movement classes. However, you may be one of the many coaches who work virtually with your clients and although it is effective may not be as easy to capture. I don't know about you but a shot of me in my yoga pants wearing my headset and looking into my laptop would not communicate the kind of depth that my work does. If that is true for you too, I recommend you try this exercise. Imagine that we live in a non-virtual world. One where the only way to be in service to your clients is #IRL (in real life). Think about what kind of a space inspires you and where you could imagine being with your clients. Are you walking down a path surrounded by trees and birds, are you having a cup of tea in a warm and welcoming living room, are you surrounded by vision boards and crystals in a clean well light office. Let yourself dream and take a few minutes now to record your thoughts.



# EXERCISE

## HOW DO I REPRESENT WHAT I'M OFFERING ON A DEEPER LEVEL?

Ask yourself this question "What do I want my clients to be experiencing and what feeling do I want them to imagine they can have access to from having worked with me?" Do I want them to be experiencing vitality, self love, strength, freedom, happiness, well being, peace of mind, love, health, ease? Now I want you to close your eyes for a few minutes and imagine what you would see in a photo that would have you know the person in that photo was experiencing what you want your clients to experience through having worked with you. It might be obvious like you want your clients to feel strong and we imagine someone lifting a barbell or climbing a mountain or you want your clients to feel happy and we imagine someone smiling and laughing. Don't be surprised if it is more esoteric. For example, you want your clients to feel free and you imagine someone in a bright open space, arms outstretched, sun shining on them or you want them to feel peace of mind and you imagine someone sitting serenely, softly gazing into the distance.

Take some time to record your thoughts. Trust your vision and have fun with it.

Ready to tackle #3? Me too!

### 3. Successful Personal Brand Photos Capture an Authentic Moment

This is the juiciest of all, you want images that have us the viewer feel like we are sharing a natural, authentic or real moment with you.

So assuming you nail the visual experience of your brand and that you create a visually arresting image, giving your viewer the feeling like they are sharing an authentic or genuine moment with you can make or break an image. It's the difference between someone thinking, "Wow, I love what she is wearing" or "she looks so beautifully positioned," and saying "I feel connected to her, I like her and I want MORE of that connection." That's the kind of recognition that compels someone to reach out and learn more about what you offer.

Have you ever seen a photo where the person is smiling and yet you can tell from their eyes that what they are feeling is not smile worthy. It feels OFF like they are hiding something. You know what I'm talking about? Most likely, they are not untrustworthy but are like the majority of us who feel self conscious, insecure or nervous about looking "un-photogenic" when we are being photographed. We are worried about how to position our bodies. We feel concerned about how our clothes are fitting and if our hair looks ok. We are wondering if we should smile, where we should look and what the hell do we do with our arms!

So how do we reconcile capturing photos where we look authentically capable, approachable, trustable when most of us authentically feel self conscious, nervous and insecure having our photo taken? Read on and we will do just that.







We all have moments of feeling smart, connected, vibrant, powerful, confident, elegant, playful, capable, approachable, loving, open, vulnerable, vivacious, relaxed, wealthy and present in our lives so why do we so often struggle with conveying that when we are in front of the camera

The majority of us have two things in the way of us feeling absolutely alive, happy, elated and present when we are being photographed.

The first is an unconscious belief that we should look different than we do, that we would be photogenic and therefore comfortable in front of the camera if we were - thinner, more muscular, shorter, taller, had a smaller nose, a less wide smile, longer legs, a leaner torso, bigger breasts, lighter hair, darker hair, more hair, less hair, curlier hair, straighter hair... The list could go on and on. I wish I knew when this systemic belief was valuable and why so many of us suffer over it but I don't. What I imagine is at some point it was of value for us to want our bodies to somehow be different and that belief never was upgraded so we are all still walking around with an out of date operating system when it comes to appreciating our bodies exactly as they are. If I had my wish, I'd snap my fingers and the belief would disappear. Until that time, I've created a practice for you to start changing the belief yourself it is called

## EXERCISE

### TRANSFORMING THE WAY WE SEE OURSELVES IN PHOTOS (or the APPRECIATIVE LOOKING PRACTICE)

Find some time to look at photos of yourself. Before you look decide that with each photo the first thing you are going to do when you look at yourself is find something you appreciate about the way you look. It can be something about the clothing you chose to wear, it can be something about your hair, it can be something like my ears are adorable or my smile is so warm or wow, I have great taste in jewelry. Start with one thing you love and keep going until you notice your thoughts start to become critical and then move onto the next photo and repeat.

Like so much of the Personal Development work we do this is just another way to transform our thinking and start operating in the world in a way that I think most of us want to be. It is about habit, about deciding where we put our attention and putting it on something that we love about how we look. Keep at it every time you see a photo of yourself and I think soon you will start to not only like the way you look in photos, you'll also start to enjoy the process of being photographed more!







The second block is most of us had our first relationship to being photographed include some version of being told what to do that was counter to our actually experience. As well meaning parents are, when they told us to smile as we were feeling sad or angry or confused or bored or something other than genuine happiness and joy, it programmed our little susceptible brains to believe that being photographed was inherently uncomfortable and painful. Before becoming a personal brand photographer a decade ago, I was a wedding photographer and I was always dumbstruck during the portraits when parents would shout from the sidelines at their adorable flower girls and ring bearers to “SMIIIIIIIII!” It was upsetting and I imagined the kids thinking “oh no, I’m doing something wrong, they are yelling at me and actually telling me to look like I’m not confronted or upset or confused!” They wanted us to appear happy for the picture and instead trained us to naturally feel awkward and uncomfortable in front of the camera. Oops. Well, I want you to have the experience of feeling joyful when having your photo taken so let’s tinker with this block.

Ironically to get great authentically happy photos, we need to let go of wanting to get great authentically happy photos and learn to have fun when we are having our photo taken regardless of the results.

## EXERCISE

### TRANSFORMING THE WAY WE FEEL BEING PHOTOGRAPHED

Try this - ask a friend or family member who you feel authentic joy, presence & happiness with to take some photos of you with a smart phone. Remove ALL pressure to look a certain way and replace it with your full attention being on staying connected to the joy you feel with that person. Tell them you don’t even care if you are in focus or framed correctly or your head is cut off, better yet, tell them to take as many photos as they like and delete them ALL before you see them. You are not obligated to smile and if you notice yourself drifting into trying to look a particular way, wiggle your toes. Yup, wiggle your toes. Try it right now, wiggle your toes and see if it brings you back into your body and into the moment. Allow yourself to let go of any results and just enjoy the time with your loved one. Let your brain start to form the thought “Having my photo taken is fun!”.

This will be a great preparation for when you are ready to invest in having professional personal brand photos. When you are ready to hire a pro whose work you find fulfills ALL the criteria for Successful Personal Brand Photos that we’ve talked about, be sure you hire someone who can create an experience for you that is genuinely joyful and allows you to be fully present. Find a Photographer who gets you and can help you choose what you are going to wear, where you are going to be photographed and what you are doing to genuinely reflect you and the incredible work you do.

Helpful? I hope. In service to having a blast in your business and life? Definitely!

NOW let’s talk about the 5 kinds of images you want to capture for your website and social media marketing



# 5 Must Have Photos to Stand Out Online



1. Potential clients and followers want to see YOU embodying the experience that they will have access to through having worked with you. You've got this. This is what you answered when you asked yourself "WHAT AM I OFFERING MY CLIENTS ON A DEEPER LEVEL" Pictured to the left is a teacher who offers freedom in body, mind and spirit through the practices of yoga. Other examples, if you are a fertility coach who is helping women navigate the process of getting pregnant and having a healthy baby, we want to see images of you happy with a healthy baby! If you are an author who teaches spiritual practices for presence in order to live a fulfilling life, we want to see images of you present and living a spiritual life.

2. Clients want to imagine what it would be like to be with you #irl. You answered this question already - "WHAT AM I OFFERING MY CLIENTS ON A PRACTICAL LEVEL and if I couldn't connect with your clients virtually, where would I meet with them? Would it be in a beautifully lit teahouse like the coach pictured to your right who gives nurses tools to support their own well being in a role where they are typically in service to everyone else's well being? Would it be underneath an oak tree or in a garden? Would you meet with them at your home, barefoot on your couch with a warm cup of tea? You get it, create a vision for what your clients imagine their time with you would look like, feel like and have fun with it!



3. We want to connect with you authentically, we want to feel you and we want to feel seen by you. I'm big fan of you having a series of images that do just that, this is not so much about where you are being photographed and what you are doing, it's about giving your viewer a straight-forward, open moment. These days, we as consumers are so sensitive to authenticity, we want to feel you and feel like we know you. We want a simple direct headshot that says more than "I'm in business".

4. Instagram has made it so fun and easy for people to feel related to us as more than just what we have offer. Lifestyle lifestyle lifestyle, today's modern entrepreneur is living a full rich life and we want to see it. Are you a journaler, a jogger, a resort-hopping beach babe, a lakeside meditator, a forest loving beauty, an off trail hiker, a whiskey drinking reader? Maybe you are a sunset ukele serenader like the fadilitator to your right. Create images that give us a full beautiful picture of YOU.



5. Last but not least are those details, details, details. Having a collection of images that capture the "details" of your brand without capturing you necessarily can be a designers gold when they are creating for you a captivating website, building your insta tribe or promoting your new program on Facebook.

If you dove into this full heartedly, you are set to have a phenomenal experience being photographed and representing your brand online.

Again, THANK YOU for doing work that is meaningful, life changing and important!

To your epic success,

A handwritten signature in blue ink that reads "Wendy Kyalom".

p.s Curious to learn more about working with me to capture your brand?  
Contact us at [service@wendykyalom.com](mailto:service@wendykyalom.com) or [www.wendykyalom.com/contact](http://www.wendykyalom.com/contact).

We'd LOVE to hear from you.

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