

5 MUST-HAVE PHOTOS FOR BUSINESS OWNERS

(that actually look like you!)

One perfect photo won't cut it...

AND NOT BECAUSE IT ISN'T GOOD ENOUGH



Your photos need to do more than look “nice”. Your photos need to stop the scroll, create connection and build the know, like and trust factor with the people you want to work with.

It's not about one perfect smiling headshot - it's about a gallery of personalised images that tell your story, showcase your personality and make your ideal clients think "*heck yes that's exactly who I want to work with!*"

So schedule the photshoot (Tell the inner critic to buzz off) and create the must-have photos your business needs.







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FIVE MUST-HAVE PHOTOS

1. HEADSHOT THAT POPS
2. BEYOND THE SMILE
3. YOU IN ACTION
4. MORE THAN A JOB
5. CUSTOM STOCK PHOTOS

FOR BETTER BUSINESS MARKETING









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Tell your story...

The you in your business: your personality, your values, your quirks, your way of doing the amazing things you do. This is what makes you stand out from everyone else in your industry doing the exact same thing. So your photos need to be **distinctive, genuine and unmistakeably you**.





1. the headshot

YOU DON'T NEED A WHITE WALL & A BLAZER

A great headshot has good lighting, a genuine expression and you showing up as yourself... that's it.

It doesn't have to be in a studio with a white background. It doesn't need a blazer if you never wear a blazer. If your happy place is the beach, shoot at the beach. If you work at the local cafe, take the photo there. If you're a t-shirt and messy bun person, shoot as that t-shirt and messy bun person. If you're all about the glam go for it, if you don't wear makeup - you don't have to.

Your headshot should look like you!

When you show up online or walk into a room, you want people to recognise you.







2. beyond the smile

WHAT DO YOU WANT YOUR AUDIENCE TO FEEL?

The smiling shot is just the beginning. Think about what emotions and moods you want to convey and what you want your audience to feel when they see your content.

If your work goes deep into uncomfortable topics, a big cheesy grin on every post might not be the best idea. Look for the common themes in your messaging and note the expressions to match them.





Consider the thinking shot, the laughing shot, holding space and listening, saying something serious, anger or frustration, celebration, the face you make when you're dropping a truth bomb...

Tip: pretend the photographer is your client and you're talking to them. Ignore the camera and create the feeling you're going for.



2. beyond the smile

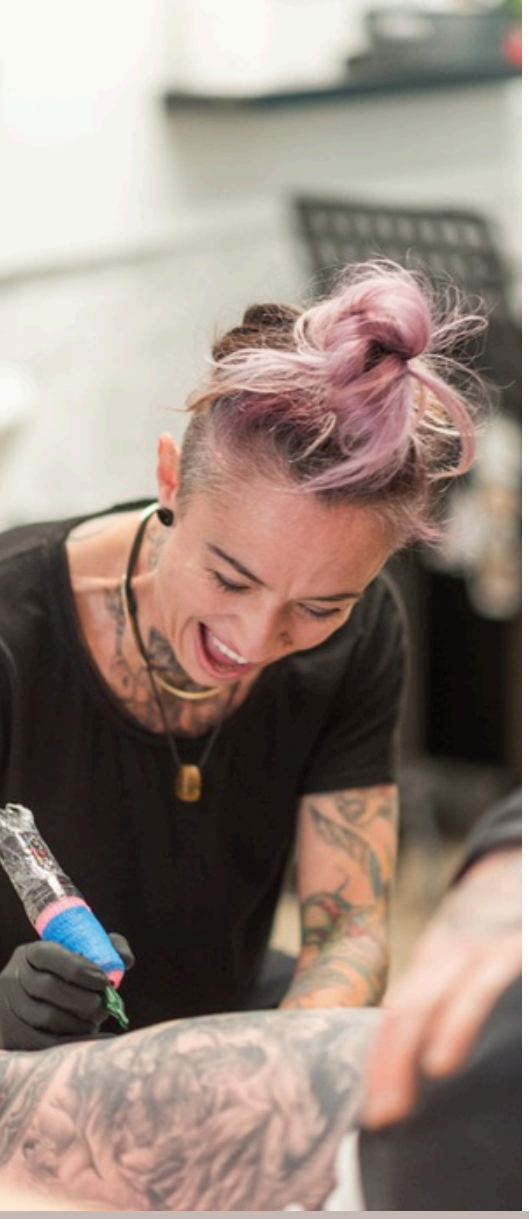
















3. you in action

SHOW WHAT IT'S LIKE TO WORK WITH YOU

Action shots are you doing what you do: typing, presenting, coaching, creating, consulting, teaching... whatever your version of 'at work' looks like.

These shots show your process, your environment, your energy. They give people a genuine feel for who you are and how you work before they reach out. Think:

- You at your desk or workspace
- You in a consultation or on a call
- You mid-presentation or teaching
- You doing the thing specific to your industry or using your tools of the trade
- You in your element, doing what you love



4. more than a job

CONNECTION THROUGH COMMON GROUND

Get some lifestyle shots where you share more of yourself: your world, your values, your passions, your hobbies -the things that make you human.

Think about what you have in common with your audience. The "*Hey, she can't function without coffee like me*" is relatable. The "*Aww, I've got a best mum ever mug like that*" leads to "She's a mum like me, so she'll understand when the kids interrupt."

Those little moments of resonance are what make someone feel like they already know you, speeding up the know, like, and trust process.

You only need to share as much as you feel comfortable sharing, but don't iron out every imperfection as real is what actually connects



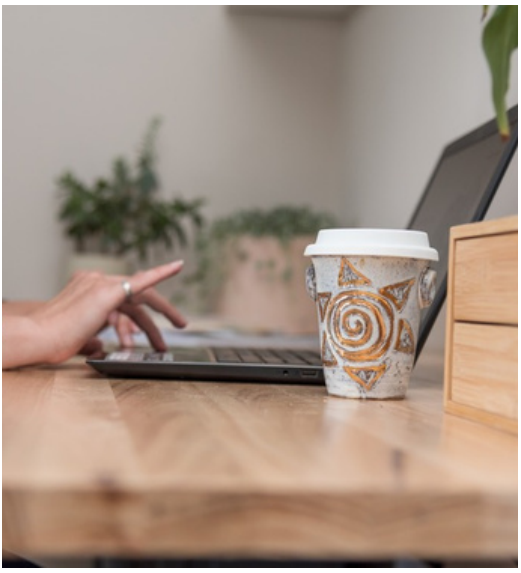




5. custom stock photos

YOUR STUFF + YOUR STORY = YOUR BRAND

Custom stock photos are the detail shots. Images that don't necessarily have you in them but tell the story of your business like your tools of the trade, your workspace, your bookshelf, your plants, your favourite mug... These make great web banners, quote backgrounds, email headers, webinar slides, blog thumbnails etc. And unlike stock photos from Canva, nobody else is using them, there are no licensing headaches, and they inject you into your marketing even when your face isn't in frame.







Think:

- Bookshelves - Reference books, favourite reads, trinkets, oracle decks
- Botanitcals - Pot plants lined up, fresh flowers on the table, your favourite bloom in the garden.
- Your workspace and tools of the trade - flatlay of your desk, stationary, your journal, your favourite pen, your mug, your vision board, your hands typing

Shoot landscape to easily crop into a banner later.







CONNECTION

THROUGH **CONSISTENCY**

Don't treat a photoshoot like a one-time fix. Consistency isn't five perfect shots nor one perfect shoot. Your business keeps moving: new offers, new seasons, a pivot, growth or a level up... One shoot gets you started. Showing up regularly creates recognition and builds connection.

And remember your audience isn't looking for perfect. They're looking for someone they can trust. And you build that by showing up as yourself, not as a highlight reel of someone you think you should be...









hi, I'm Miranda...

I'm a brand & business photographer, roller derby player, coffee snob and firm believer that **you are the most powerful marketing tool in your business.**

I come to you, from Melbourne to the Mornington Peninsula in Victoria. Photoshoots are fast, fuss-free, affordable and fun and I have a no fake smiles policy!

If you want to show up online consistently and go beyond one pretty picture - let's do it!



Get in touch & chat about your photos

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