

PERSONAL BRANDING

How to study, plan and manage your professional image



A **guide** for professional photographers by Album Epoca



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1 Personal Brand and Personal Branding

Have you ever wondered why photographers you had never heard of before appear out of nowhere and in a short space of time they become so successful that they are asked to participate in the main national and international events? Are these people better than others, do they have a deeper knowledge of their industry, or maybe they have analyzed, planned and structured their own **Personal Brand**?

You have certainly heard of Personal Brand and wondered what it is and why it combines two such different concepts. "**Personal**" refers to an individual, while "**Brand**" has to do with companies and labels. So let's embark on a journey to discover the meaning of this concept.

Everyone knows what a Brand is, if we think of Canon, Nikon, Fuji, Apple, Samsung, Google, Amazon, Coca-Cola, and of the value they represent, their strengths and weaknesses, the reasons why clients choose their products and services.

Personal Brand is nothing but **the reason why a person, a family, a couple chooses you, is impressed by your images, enters your studio, searches your name online, trusts you, and speaks highly of you.** Just as for the brands we mentioned. Basically, professionals who have a strong Personal Brand are photographers who made a name for themselves.

However, this doesn't mean you have to appear for what you are not or sell yourself, in the negative sense of the word. Your Personal Brand has to represent you and your communication must always be consistent in order to clearly express why someone should choose you.

DID YOU KNOW?

The word "mark" comes from the German "Marka" which means sign, boundary. The marks (or marches) were the boundary lands, the places farthest from the center of the Empire which were donated to the lower ranked nobility - the marquesses - to protect them and make them thrive. The sense of mark is perhaps as old as mankind. Just think about the tombs of Egyptian pharaohs all of which had a distinguishing feature, a trademark, that made them unique or the palaces in Mesopotamia whose bricks were branded.

The contemporary concept of mark was born and developed at the same time as the industrial society, mass consumption and the spread of both mass media and advertising (in the late 1800s).

Through an evolution process that lasted a century, the mark became the clearest and immediate form of identification of products and services, their guarantee, the certainty of their differentiation in a target market, thus making it easier for people to choose from a wide range of options.



Now you're probably wondering where to start building your Personal Brand. First of all, you need to activate strategies of **Personal Branding**, that is **studying, planning and strategically managing your professional image**.

It's a process that you can start planning in theory, by identifying your strengths (what sets you apart), conceiving a logo, choosing the colors that represent you and the tone of voice that suits your style.

Let's see in detail the key concepts involved in the process of Personal Branding:

- ***Self-awareness and consciousness of your identity:*** if you don't really know who you are, you can't expect the market to recognize you. Think about what you love most about your job and what you don't, the sessions that you do best and you are most passionate about but also those you're not interested in. Find what makes you unique to others, whether it is a technical skill or a personality trait.
- ***Get to know the people around you, especially your clients:*** remember that if you want to be successful you have to make yourself known to the audience by creating value that attracts their interest.
- ***Relationship with your clients:*** having a conversation with your clients allows you to understand what kind of person you are dealing with, identify their needs and anticipate the solutions you are ready to offer them.
- ***Do not confuse your online reputation with Personal Branding:*** online reputation is what people say and publicly write about you, while Personal Branding revolves around the communication of who you are, that is what you want to communicate to the world.
- ***Communication:*** personal branding is built through a thorough communication strategy. Everything you do, say, write or photograph contributes to create your Personal Brand.



2

Why is Personal Branding important for a professional and what advantages does it offer?

As you can imagine, the most popular and renowned professionals earn a lot more money than a simple lesser known "good professional". They have quality clients who are willing to pay the requested fee for the service they got, and who are more likely to come back and become loyal.

Also, renowned professional photographers can easily be discovered by other businesses and companies to build valuable partnerships (just think of wedding planners or wedding venues for example).

But there are also other advantages for professional photographers who want to build a solid Personal Brand:

- 1. stop worrying about the price war;**
- 2. have the chance to be hired for high visibility events, nationally and internationally**
- 3. make their communication influential and credible by putting themselves out there, thus attracting more people.**

Ultimately, doing Personal Branding means betting on yourself as a professional!



Getting started: useful tools (three practical examples)

Now that the concept of Personal Branding is clear to you, let's start understanding together how to build the best image of yourself.

In the next few pages we will present you some useful tools to start working on yourself and your business right away.

WE WILL FOCUS ON THREE TOOLS:

1. the S.W.O.T matrix (Strengths, Weaknesses, Opportunities, Threats);
2. a list of questions to identify your ideal client;
3. the Personal Business Model Canvas.

Don't let these words scare you, they're only technical terms. We're actually talking about some simple steps to truly understand what you can offer in your market as a professional and what opportunities you should take! We will guide you step by step in building this matrix.

3.1 - THE S.W.O.T ANALYSIS

FIRSTLY, LET'S ANALYZE THE MEANING OF THIS ACRONYM: S.W.O.T.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

Draw a cross on a piece of paper and divide the space into four square cells, each one labeled with one of the initials that make the acronym S.W.O.T, S and W in the upper part, O and T in the lower one; with this simple chart you will be able to relate your competitive advantages and disadvantages with the opportunities and threats of the market.

Start by **listing your strengths and weaknesses**.

Based on them, you will be able to build a useful strategy to communicate to your potential clients a strong, specific identity that makes you stand out from the other photographers.

Then, think about your business and the market you work in. Okay, now expand your vision and **make a list of all the business opportunities** that may interest you. For example, broaden your photography horizons by experimenting new genres and expanding the product range that you offer or maybe starting collaborations and partnerships with other professionals.

Finally, **make a list of your competitors and of what you perceive as a threat for your business**. Remember not to consider your competitors only as a potential threat: you can get inspiration from their activities or even build a profitable collaboration with some of them!

Here is our idea for a S.W.O.T matrix



TIPS

A little trick to build the matrix and find out what it says about you is to Google your name (in incognito and disabling geolocation) and see the results! I bet you already did, but it's good to check from time to time.

3.2 - IDENTIFY YOUR IDEAL CLIENT PROFILE

Understanding who's the type of client you want to reach is very important for structuring all your communication strategy, in the physical and virtual world (offline and online).

In order to create your perfect client profile you should ask yourself some questions related to every aspect of their life.

- **PERSONAL LIFE:**

what's their name and age, where do they live, what is their relationship status (single, engaged or married), do they have kids? etc.

- **CULTURAL BACKGROUND:**

level of education, leisure activities and hobbies (alone or as a couple), what are their values and beliefs, what website do they usually visit? etc.

- **PROFESSIONAL LIFE:**

what's their job, what's their income, are they the owner or do they work in a team? etc.

Once you've defined the above points there are a few other questions that connect your potential client to your business:

- *what are their needs and which are the products and services you offer that can meet them?*
- *have they ever had a professional photography session? If so, which products did they purchase?*
- *who did they book? Which products and services does your competitor offer?*
- *what do they most appreciate about the products and services that your competitor offers?*
- *how much are they willing to spend for those products and services?*
- *what type of advertising has an influence on them?*

Take some time to do some research and answer these questions in full consciousness. Use the internet but also interview your clients with some simple surveys.

It's only after identifying your ideal client that you will be able to proceed with the analysis of your Personal Branding strategy.

3.3 PERSONAL BUSINESS MODEL CANVAS

Okay, so once you've had a good thought about the two previous points you are ready to work on Personal Business Model Canvas.

Don't let this name scare you, this model simply represents **the outline of your business as you just studied it and processed**. Having all the information on one scheme/paper helps you always have a clear idea of your goals and of the market you work in.

Personal Business Model Canvas Nome

CHI TI AIUTA (partner chiave) 7	COSA FAI (attività chiave) 2	COME TI RENDI UTILE (proposta di valore) 4	COME INTERAGISCI (relazioni con i clienti) 6	A CHI SEI UTILE (clienti) 3
	CHI SEI E COSA HAI (risorse chiave) 1		COME TI FAI CONOSCERE E COME PORTI VALORE (canali) 5	
COSA DAI (costi) 9		COSA OTTIENI (ricavi e benefici) 8		

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Let's quickly review together the questions you need to ask yourself to fill out this scheme. These questions are apparently simple but don't answer hastily, take your time to think about your answers in detail. You won't believe it but with this work you're laying the solid foundation to develop your communication strategy!

01: Who are you and what can you offer your clients?

that is "key resources". If you did your SWOT analysis correctly, it'll be easier for you to answer this. With this answer you identify your identity, the reason why you are credible in the eyes of your clients or prospects. For example: your education, your resume, your portfolio, any registration with professional associations, social activities, awards and acknowledgements etc.

02: What do you do?

that is "key activities". Your offering, which is important to your clients. What type of photography do you do and what products are included in your offer?

03: Who can you help?

that is "clients". Your audience. Who do you want to address? Who are your main clients? By answering this question you will create what in technical terms are called your "Buyer Personas" (your client avatar). For more details we encourage you to check out

[https://en.wikipedia.org/wiki/Persona_\(user_experience\)](https://en.wikipedia.org/wiki/Persona_(user_experience))

04: How can you help?

that is "the value proposition". The benefits you offer. Why should a client get in touch with you? What useful things do you have to say and offer? By answering this you will identify your "Unique Value Proposition".

05: How can you make yourself known and bring value?

that is the media "channels" to reach your client or prospect. Where can you find your clients or be found by them? This way you will identify the online and offline media channels (word of mouth, trade fairs, social media, co-marketing, partnerships etc.)

06: How do you interact?

that is "relationship with clients". What kind of relationship you build with the people you can help? What and how do you communicate to your client? What type of content can you share? How do you convey credibility, distinctiveness, uniqueness?

07: Who helps you create and convey the value that you offer your clients?

that is "key partner". It can be venues, wedding planners, florists, other suppliers etc.

08: What do you get?

that is "revenues and benefits" you get from your job. The results of your work. Do not just think of the economics but also of the benefits you get in terms of being remembered, visibility, respect, professional image, reputation, perceived quality, price positioning, trust, clients loyalty etc.

09: What do you give?

that is your "costs", in terms of investments. What resources do you use to make it? What are you giving up? Where should you invest your money? For example marketing and communication (do you need to revamp your website? or review your brochure?), gear, education, search for new suppliers, consultants or partners etc.

You can download, print and fill out your Personal Business Model Canvas [here](#).



4

Branding Offline (all the “physical world”)

Now that you've reached full self-awareness, it's time to make yourself known and noticed by the outside world.

Talk about who you are and what you do at every touchpoint you have with your client, both online and offline. Use simple words, avoiding technicalities and big words that are useless and would only confuse them and push them back. Remember that you're the one behind the photographer, a professional who's dedicated to their work and it's precisely your expertise and your passion that need to surface.

Let's start analysing all the touchpoints that you potentially have in the “physical world”.

4.1 Home-based business, coworking or private studio?



Choosing where to work is a purely personal decision that may depend on one's economic situation, on the market, on technological innovations, on the type of business you have and the stage of career development you are in. Let's see what are the advantages and disadvantages of having a home-based business, a co-working space or a private studio.

*Having a **home-based business** is certainly the preferred choice of professional photographers who have just started their career. Let's review the main benefits and drawbacks:*

PROS: it's the less expensive option; it allows you to be more flexible; it allows you to have a better work-life balance (but hey, these two realities need to be separated: even if you're at home you shouldn't switch between work and housekeeping, and only because you're at home it doesn't mean you should work all day).

CONS: you need an appropriate room to work in; you have more distractions; you have little possibility of doing networking other than online.

*The idea of doing **coworking** can open your business to many opportunities. Nowadays, we hear of coworking spaces more and more often, but are they really useful for a professional photographer?*

PROS: the rent is certainly more expensive than a room in your house but less than a studio/office/store; it conveys a professional image to clients; the environment is motivating because you're surrounded by other professionals, each one with their own skills and knowledge; it's easier to do networking and find new business opportunities; you can have flexible working hours and methods; your coworkers could become your clients too!

CONS: not all coworking spaces have a shooting room; you can't always meet clients so this is a preferred option for those who do outdoor sessions; you need to organize shootings and meetings in coordination with your coworkers to avoid overlaps; you may be subject to an imposed schedule; you can't customize the space; you may have to share the space with potential competitors; you may not be able to display products and make them available within easy reach (albums, wall art etc).

*Lastly, **having your own photography studio** is probably what most professional photographers aim at... after all, many of you already have one!*

PROS: the image you give to the market is undoubtedly that of an established professional; maximum customization of the environment, you will be able to create a shooting space that is ideal for your business, a lounge area to welcome your clients and you can display your images and products in every room; you will have more offline visibility compared to the previous options we've seen; you will communicate even through your sign; for some types of session (kids, boudoir etc) having a private setting can put the clients at ease; you can draw a clear line between your professional and private life.

CONS: the space rent can be relatively expensive (but you can always find an associated studio with other photographers who work on other genre of photography and have different clients so that you can reduce costs and multiply your contacts with clients); a studio management is time consuming; you need to come up with a specific advertising campaign to present both you as a professional and your studio (you may need the help of a marketing agency).

But what do these three above mentioned options have in common? You! Your image has to be clear and consistent with every space you're going to work in. Even if you don't have a studio, your home office or your coworking space needs a professional set up with a small corner that speaks about you and the products and services you offer.



4.2 Partnership and co-marketing

A physical space to work in is essential but is it enough to have a strong offline presence? You can expand your network and increase your visibility, thus improving your Personal Brand, by establishing different types of collaborations.

Creating strategic partnerships, and therefore doing co-marketing, means sharing expenses and not having to spend all the available resources to find new clients. The professional photographer will then get many advantages: they can economize on their budget and business ideas, they have a potential group of qualified clients to work on, they can take advantage of their partner's brand reputation, they can meet their clients' needs by offering added value products and, last but not least, they get visibility on their partner's media channels and through word of mouth. But let's see in detail which are the businesses you can partner with as a professional photographer, based on **the services you offer**:

- **Weddings and minor events:** event agencies, wedding planners, wedding dress workshops, clothing stores, make-up artists, hairdressers, wedding favors / wedding list shops, travel agencies, catering and restaurants, pastry chefs, venues, car rentals, musicians, florists and all other commercial entities involved in this event.
- **Family portraits:** anyone who works with families is a potential partner, like restaurants, artisans, shoe shops and clothing stores, events organized by your municipality or your county and the like.
- **Kids and newborns:** private nursery schools, babies and children boutiques, toy shops, toy libraries, youth sports associations, public parks, municipal and regional recreational activities, pediatricians and all the creative activities involving children.
- **Pets:** pet stores, pet boarding, dog sitters and cat sitters, pet grooming salon, vets and events and exhibitions for animals.
- **Boudoir:** bridal atelier for pre-wedding, make-up artists, jewelries, lingerie boutiques, beauty salons, events and fashion shows, fashion agencies, night clubs, gyms, in a more creative way (considering that this type of photographs are often intended for the partner) hairdressers or romantic restaurants in the area.



4.3 Offline advertising

After talking about your working space and possible partnerships one may ask: ok, so how can you effectively introduce yourself to the market?

Let's see what means you can use as a photographer to increase the visibility of your activity:

- **Logo:** it could be your own name, a graphic element or a mix of these. Take care of every detail, starting from the text font to the size of the image, if included. Choose carefully the color and the graphic design that best express who you are and what you do, speaking the language of you ideal client. After all, you know better than us.. every image speaks, so it needs to be well thought-out! Our advice is to share and discuss the analysis you did with another professional. It will be easier to understand what is right and what's not for the message you want to convey.
- **Business card:** in order to design a captivating and functional business card you need to focus on quality and simplicity. Once you've defined your target you will have to choose an appropriate format and design, without exceeding in extravagance and card size! Always opt for high-quality materials: recyclable and scannable. You have little space to communicate, so choose carefully the size of the font and the info you want to share. Name, surname, contact details and job title are the basics, but you may have more space to add something else. What do you think is important to your potential clients? Tell them, and if you don't have enough space on the front...use the back of the business card!
- **Gadget:** an important element to be remembered by potential partners and clients, besides your business card, is offering gadgets. Among the most traditional ones we find pens, notepads and clothing accessories. But you have a head start here: you work with photographs! So why don't you design a unique personalized gadget with your best images? A magnet with a space to insert a photo that contains your logo or maybe a pin, you can really release your creativity. Remember that the gadget should represent you and be consistent with the event, the trade fair, the studio and, most importantly, the target you want to address and, obviously, your personal branding.
- **Presence on newspapers and magazines:** having a space on a magazine can really help your image. According to your communication goals, you can choose to collaborate with trade journals related to the events you photograph, or professional magazines if your goal is to address professionals and be acknowledged for your photography technique.
- **Participation in training events:** taking part in training events is an activity that you should put in your agenda. Not only does it help you network but it also reinforce your image as a professional. The events dedicated to photographers allow you to get trained, find out what's new on the market and explore it, get to know your potential competitors but also your potential partners. Finally, if you strengthen your brand you could be invited as a speaker to one of these events and become a reference point for your colleagues.
- **Photograph at local events:** be willing to attend local events (even for free), it will allow you to make yourself known to potential clients and "promoters". Indeed, those who take part in the event and appreciate your work will be more likely to talk good things about you and recommend you to their family and friends who are looking for a photographer. This is certainly the best no-cost marketing that you can't do without!

Lastly, remember that if you have a studio or a photoshop, every single element it's made of, the sign, the window, the set up... they are all communicating! Don't take any of the activities you do for Personal Branding lightly. You don't have to do every single thing that we mentioned so far but pick what you want to carry out and supervise them carefully and coordinate them with all other communication activities. Your image has to be consistent across all of the channels you choose.

5 Online Branding or Digital Personal Branding

Nowadays your online presence is key, and just as for the offline one, there are many channels you can use to enhance your image as a professional photographer.

5.1 The website

We assume that you have your own website which was created by a professional (not your cousin who "knows computers"). If not, time has come to think about having one, because the website is a crucial virtual showcase for every professional. These days anyone, included potential partners and clients, search their problems and solve them through online solutions.

A successful photographer's website needs the following characteristics:

- specific sections for every type of session you offer, with image galleries and your portfolio to present an overview of your offer
- to be neat and pleasant to see. Remember that you have a great potential to attract users: your photographs!
- to include quality content: less is more if it is finessed and updated
- contain a short bio and a photo of yourself
- include some call-to-action: remember to insert links that users can use to contact you and request for quotation or further information
- a link to your social media: the users may want to know you better so remember to add the links to your social media channels
- to have a blog (though you should open it only if you have the time to update it) in order to rank you higher in search engines or to direct your users to, if you decide to do online sponsorships
- to be built on a platform that you can easily update
- to be fast to load pages and, considering that your website will contain a lot of images, we suggest you optimize them by uploading them in the maximum upload file size for the site (and never larger)
- to be responsive, that is suitable for viewing on a smartphone or tablet because the use of these devices for online searching is constantly increasing.

However, having a website doesn't mean you can easily be "found online" because you will need the website to be "optimized for SEO" (Search Engine Optimization, which helps your content rank higher in search engine pages).

To put it simply, your goal is to appear at the top of your clients' search results online because:

- By ranking higher in the search engine results your clients will find you more easily and they will be the ones to reach out to you
- You can give the right value to your work and services
- You can communicate with many people at the same time
- You can improve your Personal Brand and your identity as a photographer (who's recognized both by consumers and other professionals)
- You can sell your images and services directly online (without space or time limitations)
- You can create a private area to talk to your client on a one-to-one basis, thus shifting from an impersonal communication to a more personal one
- You can display, share and allow others to share your images online (remember to apply a watermark on every image).

Learning the techniques to optimize your search engine ranking is a complex and specific work, so you may want to ask for help or support to a specialist who can give you advice. However, if you have time and you want to gain an insight into these topics we recommend you read the following blog/websites: <https://en.semrush.com/blog> - <https://moz.com/blog> <https://webmasters.googleblog.com>

5.2 Online Portfolio

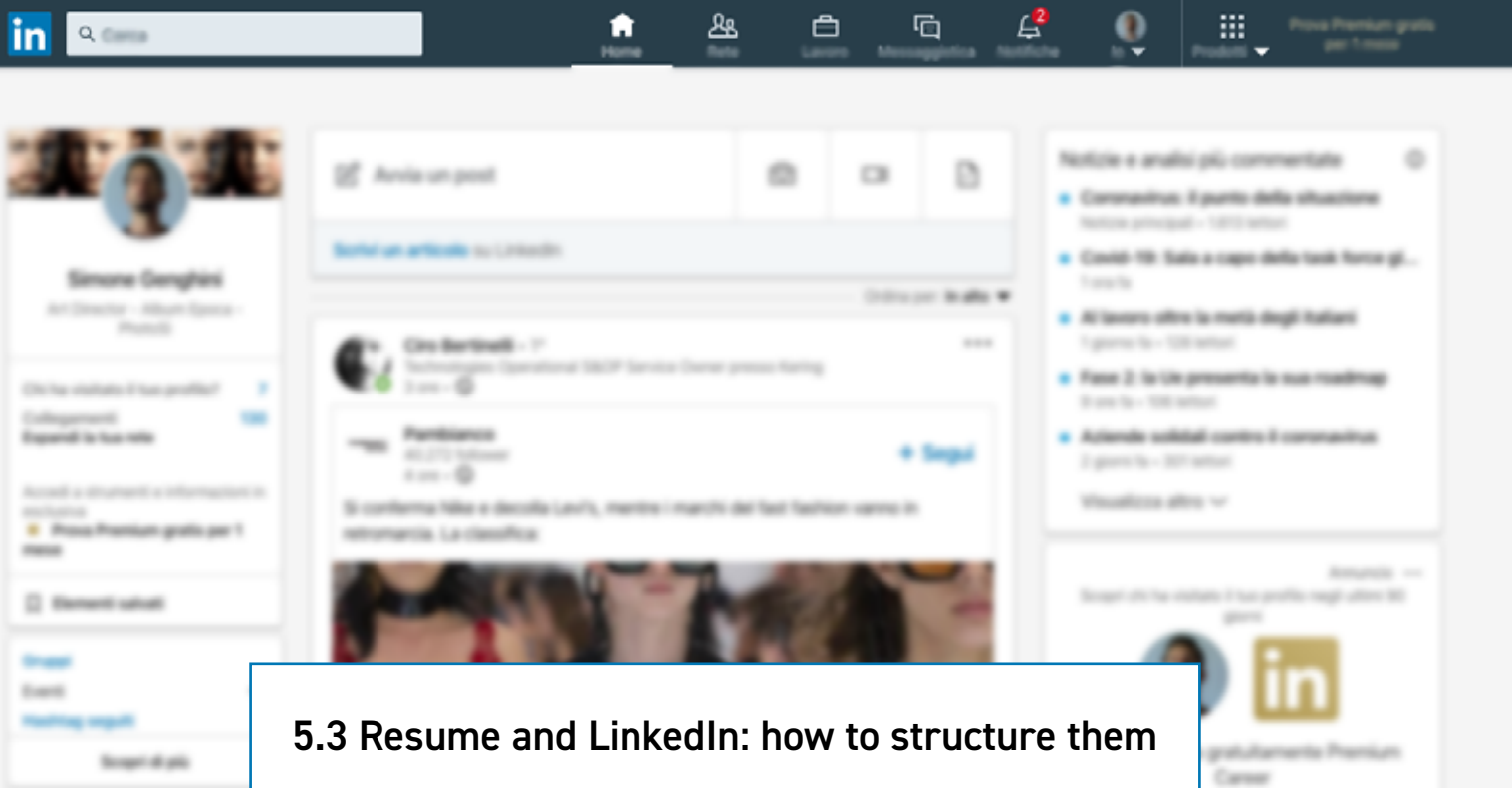
You are a photographer so your art is conveyed through your images which can be collected and enhanced in a **portfolio** that you can add to your website. As a professional, you certainly have a great deal of images to publish, but be careful not to overdo it: choose only the ones that best represent you.

We suggest you select a maximum of four shooting sessions for each service you specialize in (if you offer many different services pick only two). This is a very delicate selection, you're telling your story to a specific group of people, not everyone. So write a brief initial presentation, to arouse visitors' curiosity and allow Google to index your content (thus giving you more visibility).

You should give a neat and easily accessible presentation of yourself so organize your images into galleries. It's up to you to decide how to order them, for example by the type of clients you want to address, by photography session or by the type and style of photography. In each gallery every image has to be valued by choosing the best layout to showcase them. You can choose a slider, a grid, a dropdown or a totally innovative type of display.

The choice is wide, the quality of your images and your personal style are the guidelines to build your portfolio. Keep in mind that your CMS (Content Management System) can include more or less complex templates to manage your portfolio and for the main platforms of this type, like Wordpress, there are specific plugins (free and paid) made to meet the most advanced and complex display needs.





5.3 Resume and LinkedIn: how to structure them

As the name “Personal” suggests, you need to value yourself as a person in the first place. Therefore you have to take care of your CV and your LinkedIn profile. Let’s have a quick look at how and why you should do it.

A good **resume** to be attached to your media channels is always a good way to make yourself known because it speaks for you to your potential clients. Nowadays there are a lot of resume templates, from the most standard to the most creative. Work on the template that best represents you and fill it out with care and attention to details, by putting your full name without adding any stage name nor job title, which will be inserted afterwards. Choose a photo where your face is visible (avoid photos where you’re at work using a camera that covers your face!) and leave your business contact details, not only your personal ones. Remember to make full use of the available fields, insert a free text field to talk about you and your ambitions but also add the links to all your professional media channels, included social media, your portfolio and your website.

Lastly, being on **LinkedIn** is far from trivial or less important. This media is dedicated to business so you will find industry news, you can do competitive benchmarking, and above all network! If you want to have credibility on this platform you should pay attention to your profile. Just as for your resume, your profile photo should be professional and representative at the same time. To communicate your job use mainly 3 spaces: the cover photo, the summary (the text that appears under your name) and the information space, which is a free field that allows you to say who you are. Do not skip the “experience” and “education” fields, try to be as detailed as possible in the tools and abilities acquired. If you attended any courses or conferences and you received a certificate or award, there are dedicated sections to add them and highlight them. Complete your profile with your skills and endorsements, an important field where you can get feedback from your colleagues or third parties. Finally, include everything that is related to your business among your interests so that you can be constantly up-to-date on the latest industry trends and provide your contact info at your discretion.

5.4 Networking

Networking means connecting and sharing opinions with people, whether they are your colleagues, people belonging to different associations, potential corporate clients or simply individuals and it's an activity you can start now.

Meeting other professional photographers and having discussions, sharing experiences, advice and points of view is definitely very important. But that's not all: it's equally important to be willing to help someone who's not an expert in the photography industry. What can seem to you as mere advice posted under a photo of a social media post on Yahoo! Answers (<https://answers.yahoo.com>) or Quora (<https://www.quora.com>) can really be a gamechanger for those who are asking for help and this will make you influential in your business.

5.5 The Social Networks

Social or non social? That is not a question, it's obvious by now that being on a Social Network is a must.

The first step is to have a **Facebook** page! However don't confuse your personal page with your business one, create a dedicated page for your business. Use this social media to interact with other users, do training and follow the groups related to your profession.

Instagram, Pinterest and Behance are social networks that allow you to communicate through images, so they're the perfect mediums for photographers! What matters is using a tone of voice that is appropriate for the people you want to talk to, for example you may use **Instagram** and **Pinterest** to speak to your potential clients. You don't need many words on these channels, but a lot of harmony and organization of the images you decide to publish. On the other hand, **Behance** is a potential channel to find partners and other professionals, like **LinkedIn**, but through images rather than words!

Bear in mind that you don't necessarily need to have a big audience or to be on every social media channel. It's better to supervise a few selected media channels (email, social media, sms for example) than having many but not being able to manage them and taking care of the content which would have no value for your clients.

6 Examples of successful Personal Brands

We want to point out a few colleagues who, we believe, have worked successfully to create their Personal Brand

Michael Anthony

If you want to take the cue from an optimized website, get inspired by Michael Anthony's. His home page is his portfolio, where he first lets the images speak for himself then he shows a textual content that helps his ranking for SEO.

<https://www.michaelanthonyphotography.com>

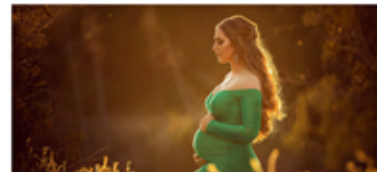
Cinematic. Romantic. Timeless...

We don't ever compromise on quality or the client experience. Every couple has a love story, we want to tell yours.

SEE PORTFOLIO

Los Angeles Wedding Photographer

Explore our Portfolio



PORTFOLIO ABOUT CONTACT CLIENTS

TOM HALLIDAY
PHOTOGRAPHY

@ f

Tom Halliday

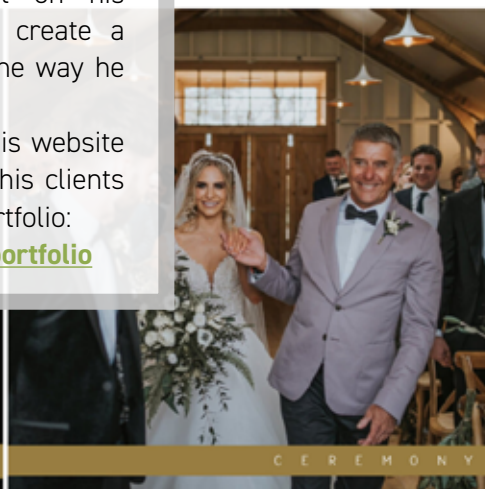
Tom's strengths is first built on his personality and uniqueness to create a story that tells about him and the way he works.

Tom has dedicated a space on his website where he introduces himself to his clients with irony, a great example of portfolio:

<https://www.tomhalliday.com/portfolio>



BRIDE



CEREMONY



GROOM



Conclusions

Now that you know what a Personal Brand is and you know how to apply Personal Branding for professional photographers, you clearly understand the advantages of having a finessed and consistent image online and offline and you took notes of the advice we gave you to start working on this now, you're ready to take action!!

Remember to create the right mix between online and offline channels to reach your target. Choose a common line for your entire communication: your clients need to recognize you at every touchpoint, whether it is tangible or not.

Album Epoca is happy to stay by your side and help you grow your brand and your business.

Should you wish to send us your comments or thoughts email us at:

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