

5 MUST-HAVE SHOTS for your Personal Brand



Building a personal brand is all about showcasing your unique style, personality, and expertise. To make sure your brand visuals are working for you, here are the 5 essential shots every entrepreneur should have in their branding toolkit.

01

The Signature Headshot

Why You Need It: Your headshot is the first impression people have of you—whether on social media, your website, or LinkedIn. It should communicate confidence, approachability, and professionalism.

Pro Tip: Choose a clean, simple background that complements your brand colors. Opt for natural light or soft studio lighting for a polished, yet authentic look.



02

Behind-the-Scenes (BTS) Action



Why You Need It: People love to see the real you in action. Showcasing behind-the-scenes shots and video clips adds authenticity to your brand and lets potential clients get a glimpse of your work style, your process, and the magic you bring to your craft.

Pro Tip: Capture candid moments—whether you're prepping for a meeting, working on a project, or in deep thought. It adds personality and relatability to your brand story.



03

Lifestyle or Environmental Portraits

Why You Need It: Lifestyle shots give context to who you are and what you do. They're perfect for your website's "About" page, blog posts, or social media. These photos help you connect on a personal level by showing you in a relatable environment, whether that's your workspace, favorite café, or outdoor setting.

Pro Tip: Choose locations that reflect your brand's vibe. Incorporate personal elements—like your favorite book, a coffee cup, or laptop—to make the shot feel authentic and on-brand.

04 Product or Service Showcase

Why You Need It: Your audience needs to see what you offer! Whether you're a coach, designer, photographer, or business owner, showcasing your product or service in action is essential. These shots are perfect for your website, product pages, or promotions.

Pro Tip: Focus on quality! Highlight the finer details of your work—whether that's your hands on a camera, a flat lay of your tools, or a product in use. This gives potential clients a clear vision of what you bring to the table.



05

Personal Branding Flat Lay (Props)



Why You Need It: Flat lays are a creative way to showcase the essence of your brand. Whether it's your favorite tools, accessories, or personal items, these images can communicate your style and personality while adding visual interest to your social media feed.

Pro Tip: Use cohesive colors and objects that tie into your overall brand aesthetic. Props like notebooks, glasses, tech gadgets, or even plants can give your audience insight into who you are.

Bonus: The Personality Shot

Why You Need It: This is where you show off the fun side of your brand! Whether you're laughing, striking a playful pose, or showing off your unique quirks, this shot is about letting your personality shine through.

Pro Tip: Relax and have fun with it! These shots are ideal for adding a personal touch to your social media posts or for use in marketing campaigns.



Ready for Your Branding Glow-Up?

These 5 shots are the foundation of a strong personal brand. If you're ready to capture photos that help you stand out, my Branding Mini Sessions are the perfect way to refresh your visuals and level up your online presence.

[JOIN THE WAITLIST!](#)

Branding Mini Sessions are coming soon. Join the waitlist to grab one of the spots when they open!



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