



How can Personal Branding help you gain more clients & increase your profile?

BY TANYA LLOYD ~ PERSONAL BRANDING PHOTOGRAPHER & EXPERT

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Who am I?

I photographed everything from The Queen to drainpipes!
Last year I niched into being a Personal Brand Photographer.

What is Personal Branding?

- Your image



How others
see you is
not important.
How you
see yourself
means everything.

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Your Values

Your brand is what people
say about you when
you're not in the room.

Jeff Bezos

 quote fancy

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Your Mission



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Your Personal Brand



- It is the unique combination of skills, experience & personality you bring.

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What is your Personal Brand?

- ▶ Why did you start your business?
- ▶ What are you most passionate about within your business?
- ▶ What problem do you LOVE to solve for your clients/customers?



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50 examples of Core Value words

Sustainability	Innovation	Excellence	Reliability	Loyal
Committed	Dependable	Passionate	Courageous	Respectful
Inspiring	Honesty	Integrity	Consistent	Efficient
Humorous	Optimistic	Positive	Nurturing	Open-minded
Adventurous	Resourceful	Fun	Humble	Community
Customer Service	Quality	Satisfaction	Delight	Responsibility
Support	Caring	Partnership	Best	Value
Transformation	Global	Leadership	Diversity	Teamwork
Transparency	Humility	Results	Fanatical	Friends
Listening	Learning	Family	Remarkable	

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What is a Mission Statement?

A FORMAL SUMMARY OF THE AIMS &
VALUES OF A COMPANY,
ORGANISATION OR INDIVIDUAL.

Questions to ask yourself...

- ▶ Why does your company exist?
- ▶ What is the purpose of your company or brand?

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How to write a Mission Statement

► It has two parts:

1. The contribution that your brand makes to the lives of others.
2. The impact of the contribution over time.

Use this format:

To _____ so that _____.



How to inhabit of your Personal Brand

How to Take Charge of Your Positive Personal Brand

Be authentic
in everything
you do

Share your
unique story
with the world

Manage your
online
presence

Always seek
to add value
to others

Smile

Focus on the
positives

Be
appreciative

Happyologist.co.uk

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Show people
who you are



Now what do you do?

Knowing your Ideal Client

- ▶ Consumer or Business?
- ▶ Where will you find them?
- ▶ Putting content out there.



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Who is your ideal client?

- ▶ Who have you really enjoyed working with?
- ▶ Who did your service go really smoothly for?
- ▶ What clients were high payers and you made the best profit from?
- ▶ What clients do you LOVE working with, that you want more of?



Where do your ideal clients hang out?

- ▶ What social media platform do they use?
- ▶ If Facebook ~ what groups are they in?
- ▶ If you are targeting businesses Linked In could be the best platform.
- ▶ If you have a website, that is a fantastic place to post content in the form of blogs, videos, articles, updates etc. Direct them from social media.
- ▶ Do your research!



How to post on social media



- ▶ Using images & videos for impact.
- ▶ Check out what the best time of day to post.
- ▶ Using the same consistent style of images & writing to help show your brand.
- ▶ Educate your target market and give them value, instead of just selling to them.
- ▶ Use emotion within your posts when you are talking about their pain points.
- ▶ How do you want them to feel after they've seen your posts? Make sure it mirrors your values.

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Just be you!

- ▶ Be You.
- ▶ Celebrate your uniqueness.
- ▶ Don't try and be like anyone else.
- ▶ Be transparent & authentic.





Personal Brand Packages to help you DISCOVER your Personal Brand and create a collection of images which help you to celebrate your uniqueness and stand out!

Call: 07884 487318

Email: tanya@tanyalloydphotography.co.uk

Website: www.tanyalloydphotography.co.uk

FB: personalbrandphotographyexpert

LinkedIn: tanyalloydphotography

Insta: personalbrandphotographyexpert



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Get in touch

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