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

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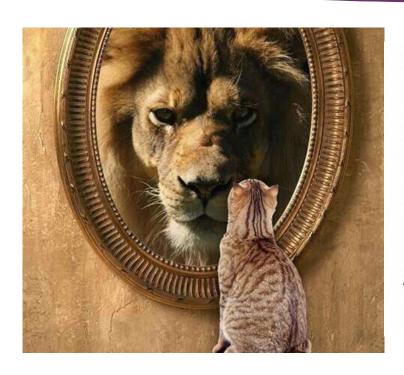






Who am I?
I photographed everything from The Queen to drainpipes!
Last year I niched into being a Personal Brand Photographer.

What is Personal Branding? - Your image



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

Your Values

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

Jeff Bezos

Your Mission



Your Personal Brand



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

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?



50 examples of Core Value words

Sustainability

Committed

Inspiring

Humorous

Adventurous

Customer Service

Support

Transformation

Transparency

Listening

Innovation

Dependable

Honesty

Optimistic

Resourceful

Quality

Caring

Global

Humility

Learning

Excellence

Passionate

Integrity

Positive

Fun

Satisfaction

Partnership

Leadership

Results

Family

Reliability

Courageous

Consistent

Nurturing

Humble

Delight

Best

Diversity

Fanatical

Remarkable

Loyal

Respectful

Efficient

Open-minded

Community

Responsibility

Value

Teamwork

Friends



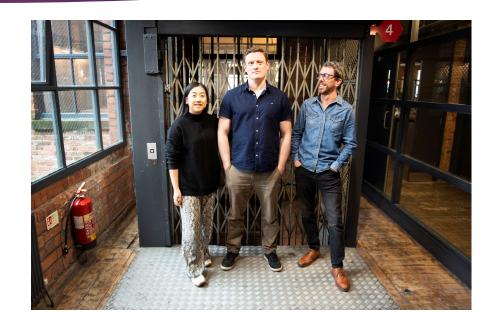
What is a Mission Statement?

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?





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



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.





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.

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!

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