

PERSONAL BRANDING GUIDE



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SARAH
ELLEN

OH HELLO, I'm Sarah Ellen

I'm a professional photographer based in Perth, Western Australia.

I'm super passionate about creating beautiful content that will connect with your customers and tell the story of your brand.

I have been a photographer for 8 years, starting my journey by completing a degree in Photography & Graphic Design.

Since then, I have worked with over 75 brands and counting - it's been an amazing ride, and I can't wait to have you a part of it.



CONGRATULATIONS

First of all, **CONGRATULATIONS** on taking the plunge to book your very own Personal Branding Session. They are such powerful images as they help connect with your customers and build a greater level of trust in your business.

I know for some it can be daunting, but don't worry - I've got you every step of the way. Starting with this little guide that will point you in the right direction of what to wear and what to bring, and so much more. If you have any questions, feel free to reach out anytime!



OUTFITS

Gone are the days where Personal Branding sessions are full of suits and ties. After all, they are about representing you and your business. You want to really bring out your personality and brand values.

To get the most out of your session, I recommend multiple outfit changes to keep the images looking fresh so you can use them for longer. See guideline below on how many outfits to bring:

Mini Session | 1 - 2 changes

1 hour | 2 - 3 changes

2 hours | 3 - 4 changes

Changes don't have to be full outfits - a simple change in jacket or top can make a difference!



OUTFITS

WHO ARE YOU?

Your personality should shine through your photo's, outfits are a great way to show this! Stuck for ideas? Try these examples below:

Fun | Wear something bright and colourful

Relaxed | Pair some jeans and a slouchy jumper

Active | Your favourite Activewear set, you can even pair it with a blazer for a professional look

WHO IS YOUR BRAND?

Theres a few ways you can represent your brand through your outfits:


Brand Colours | If your brand has a neutral palette, or a pop of pink - match your outfits to tie into your brand colour palette

Brand Values | Are you all about self-care or professionalism? Dress to suit your brand values to create some cohesion in your brand!

Need more ideas?

Check out Pinterest or send me an email.





TODAY YOU ARE YOU,
THAT IS TRUER THAN TRUE.
THERE IS NO ONE ALIVE
WHO IS YOUER THAN YOU.
- DR SEUSS

Your Personal Branding is not only
to create powerful images, but to
celebrate YOU. After all, YOU are
the one who created your business
and YOU should be so proud of
yourself.

PROPS

Bringing along some props can help make you feel more comfortable but also increase the usability of your images afterwards. Props to consider:

Your Products

Your Daily Equipment

It's a big part of your business, so bring it along. Eg. Laptop, Beauty tools, phone, camera

Social Media posts

Topics you want to discuss on social media Eg. Selfcare routine - Bring along a cup of tea or face mask





LETS CREATE MAGIC

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I cannot wait to be part of your
journey and create some powerful
content for you.