



Portraits

- LinkedIn portrait
- LinkedIn cover photo
- Facebook Portrait
- Facebook cover photo
- Webpage Contact Me page
- Webpage About me page
- Sides of me to go onto the About Me page:
 - business side
 - personal side
 - other _____
- Inspiring /motivational quotes with your photos
- Email Signatures
- Skype Photo
- Newsletter footers
- Individual team member portrait photos
- Individual team members with their hobbies
- _____
- _____
- _____

Website

- Home page, banner images at top of page
- Services and Products page
- Meet our team page
- About Us page
- Contact Us page
- Blog banners and articles
- Media Kit & Speakers Bio: photos in different settings, styles and formats
- Testimonials Page (photos of your clients)
- Landing Pages
- Downloads/Free gifts Opt-in box
- _____
- _____
- _____
- _____
- _____
- _____

Printed materials

- Business Cards
- Flyers, booklets, product info packs
- Banners
- Books (front and back covers plus bio on the inside)
- Worksheets, workbooks & manuals
- Order forms
- Presentation folders
- Greeting cards
- Thank you notes
- Car signs
- Building signs
- Promotional items: calendars, magnets, mouse pads, stickers, labels
- _____
- _____
- _____

Online Marketing

- E-Newsletters
- Email campaigns
- Web magazines
- Web directories, affiliate websites
- E-books (front and back covers plus images throughout)
- Customised thumbnails for your Webinars, YouTube videos/POD Casts etc.
- Media kit ready to go
- _____
- _____

Miscellaneous

- Special offers
- images for quotes
- Images for tips
- Funny sayings
- How customers feel with your product
- How customers feel without your product
- _____
- _____



Score each item from 1-5 how true is the statement:

- You are happy how the portrait shows the real you
- You are getting comments on the picture other than "nice pic"
- The picture has elements in it that refer to your business
- It is telling a story
- It is appealing to my ideal customer
- You felt comfortable in what you were wearing and you are usually wearing similar style to your business meetings
- Your clothes nicely match the rest of the picture
- The photo includes your full head and bust
- You are making eye contact with the camera
- You are smiling but not laughing out loud
- The picture is taken on an angle and is not a passport style face forward and smile against a white wall

Other photos you use

Score each item from 1-5 how well you feel they align with your brand and message currently

- Other portraits to introduce you
- Your Facebook portrait and images are different from your LinkedIn
- You have used funny photos for marketing
- You have team photos on your website and you share them on your social media
- You have photos that describe you at work
- You write blog / newsletter and you use your own pictures to illustrate them
- You have office / work environment photos
- You have product photos
- You have photos of products in their natural environment

Your total score:

20 - 40
Start-up
business

You have one portrait taken by a professional photographer. It is the same photo throughout all your social media and print publishings. You are relatively happy with the photo but you think you could do better. The photo might be older than 2 years. You are not yet quite sure how to use photography and many of your photos are not aligned with your branding and your message. Your social media feeds are more like happy snaps

40-80
Been
around

You have a couple of portraits taken by a professional photographer. You know you need to update your portraits at least once after two years, you try to update them yearly. You have different portraits on different social media accounts. You engage your clients with professional photography. You avoid selfies, and phone pics that do not match your branding. You use stock photography instead of mobile snaps.

80-100
Well-es-
tablished
brand

You have different portraits and lifestyle photos that tell your story. The photos have been designed and styled to match your personality and your business. You update portraits yearly to keep things fresh, engaging and relevant to your current story. You use photography to engage your customers: You have different photos on your website about you, your services, your story - professional and personal. If you sell products, you have photos of them in different environments. Your photo is also on your business card. You have your own photo bank to draw from that helps you stand out and be remembered when you write blogs or post to social media. At your events, you always hire a professional photographer to lift the image of your business.