



Personal BRAND SHOT LIST

Crafting Your Visual Narrative

Empower Your Brand Essence Through Every Frame.

Standard Shot List
Overview

Shot List Details
with Photos

Photo Galleries:
Headshots, Poses, B-Roll



NOTES *from the* CREATIVE DIRECTOR

Before diving in, remember to *always anchor your choices* in the core essence and identity of **your brand.**

Every brand has a color palette that encapsulates its mood and message, *so choose wisely*, ensuring that your chosen visuals align seamlessly with those tones.

Your personal brand is an extension of yourself, so it's essential that the images not just represent you, but are you. Let your personality, quirks, passions, and values permeate each shot. Authenticity is the cornerstone of memorable branding.

Before you set off on this exciting journey, here's a pro-tip: start by thoroughly reviewing the guide. Highlight shots that you feel align perfectly with your project and jot down thoughts on any adjustments you envision. Whether it's a particular backdrop, a meaningful prop, or a specific wardrobe choice, these nuances will add layers to your story.

Remember, while this guide offers a foundation, it's the personal touches you add that transform these shots into a narrative uniquely yours. We're here to provide direction, but the final masterpiece? That's all you. Dive in, get inspired, and let's craft a visual journey that's unmistakably you.

THE *standard* SHOTS

Hero Image with Negative Space 01

Description: Subject stands confidently against a minimalistic background.

Working on a Computer 02

Description: Subject is seated at a desk, immersed in work on a computer.

Casual Coffee Break 03

Description: Subject is in a relaxed pose, holding a cup of coffee or tea.

Brainstorming Session 04

Description: Subject is either standing or sitting, actively “brainstorming”

Outdoor/City Shot 05

Description: Subject is outdoors, taking a moment to themselves/around city

Networking/Meeting/Client Engagement 06

Description: The subject is in a conversation with another individual or a group.

Focused Reading 07

Description: The subject is deeply engrossed in reading a book, suggesting continuous learning.

Giving a Presentation/Speaking 08

Description: The subject is presenting or teaching, possibly with a screen or board behind them.

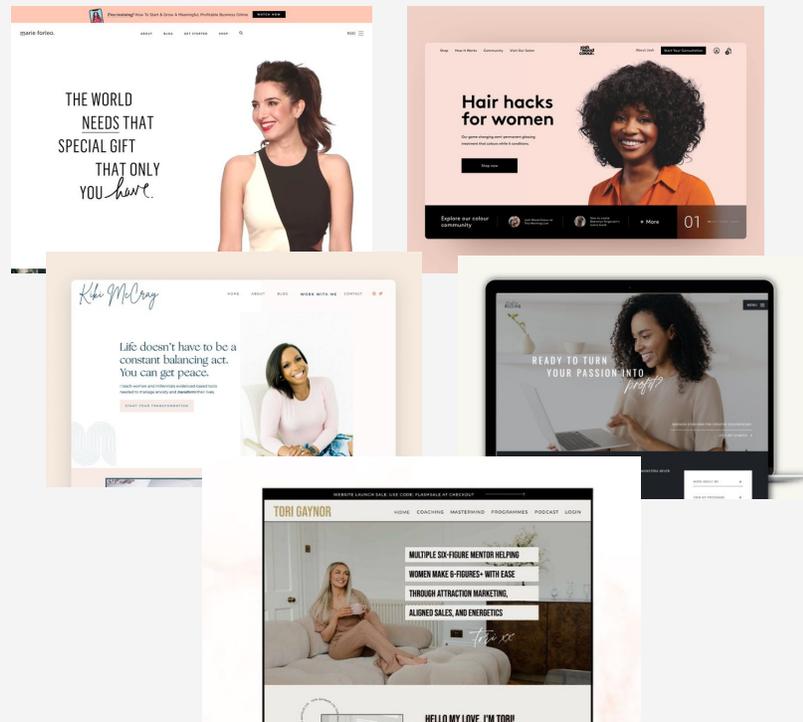
SHOT LIST *details*

This shot list outlines photo concepts for a personal brand website, blending professional scenes with casual moments, each enhanced by suggested backgrounds and props. It's designed to resonate with the individual's brand ethos and narrative.

Hero Image with Negative Space

1.

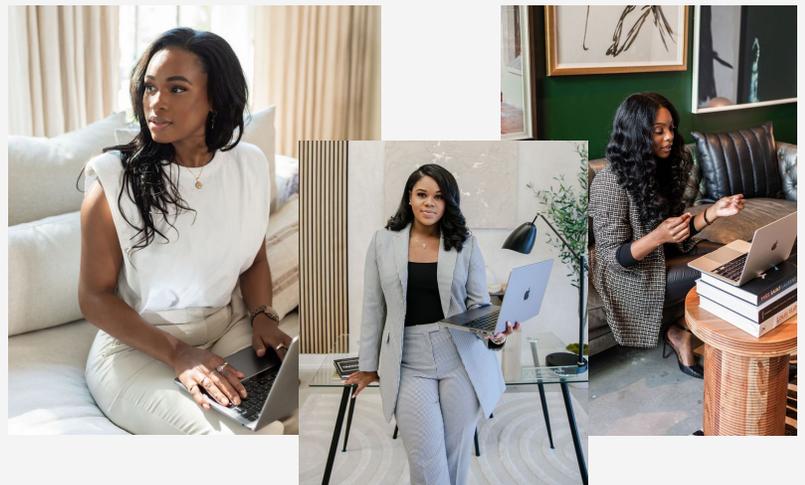
- **Description:** Subject stands confidently against a minimalistic or blurred background. The composition should be such that the subject occupies one side (left or right), leaving ample negative space for text or other design elements.
- **Ideal Backgrounds:** City skyline, open area, or gradient/solid color backdrop. Simple, with main focus on subject.
- **Recommended Props:** None or a personal item such as a book, laptop, or tool of the trade.



Working on a Computer

2.

- **Description:** Subject is seated at a desk, immersed in work on a computer. The scene should suggest focus and professionalism.
- **Ideal Backgrounds:** Home office, modern co-working space, or an abstract blurred office environment.
- **Recommended Props:** Modern laptop, coffee cup, notepad, and stylish stationary.



Casual Coffee Break

3.

- **Description:** Subject is in a relaxed pose, holding a cup of coffee or tea, preferably near a window or balcony. This shot communicates approachability and thoughtfulness.
- **Ideal Backgrounds:** Cafe setting, balcony with a view, or lounge area.
- **Recommended Props:** Coffee cup, magazine, or newspaper.



Brainstorming Session

4.

- **Description:** Subject is either standing or sitting, actively jotting down ideas or concepts, surrounded by post-its, sketches, or other brainstorming materials.
- **Ideal Backgrounds:** Whiteboard wall, creative workspace, or a brainstorming room.
- **Recommended Props:** Markers, sketchbook, colorful post-it notes, and brainstorming tools.



Outdoor/Out & About City Shot

5.

- **Description:** Subject is outdoors, taking a moment to themselves. It should communicate a balance between professional life and personal well-being.
- **Ideal Backgrounds:** City park, rooftop, or any scenic location.
- **Recommended Props:** Sunglasses, book, purse etc. Consider the season and brand pillars.



Networking/Meeting/Client Engagement

6.

- **Description:** The subject is in a conversation with another individual or a group, suggesting collaboration or mentorship.
- **Ideal Backgrounds:** Conference rooms, cafes, or networking events.
- **Recommended Props:** Business cards, tablet, or event badges.



Focused Reading

7.

- **Description:** The subject is deeply engrossed in reading a book, suggesting continuous learning.
- **Ideal Backgrounds:** Home study, library, or a quiet corner in a cafe.
- **Recommended Props:** Book, reading glasses, highlighter, and a notebook.



Giving a Presentation/Speaking

8.

- **Description:** The subject is presenting or teaching, possibly with a screen or board behind them, communicating authority and expertise in their field.
- **Ideal Backgrounds:** Seminar hall, classroom, or a modern conference room.
- **Recommended Props:** Pointer, chart/graph paper, presentation accessories, or microphone.





HEADSHOTS



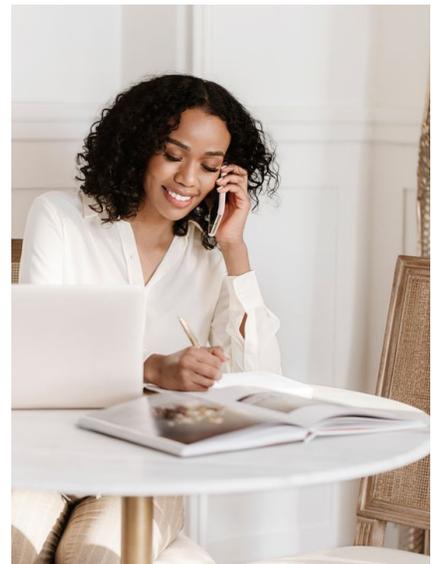


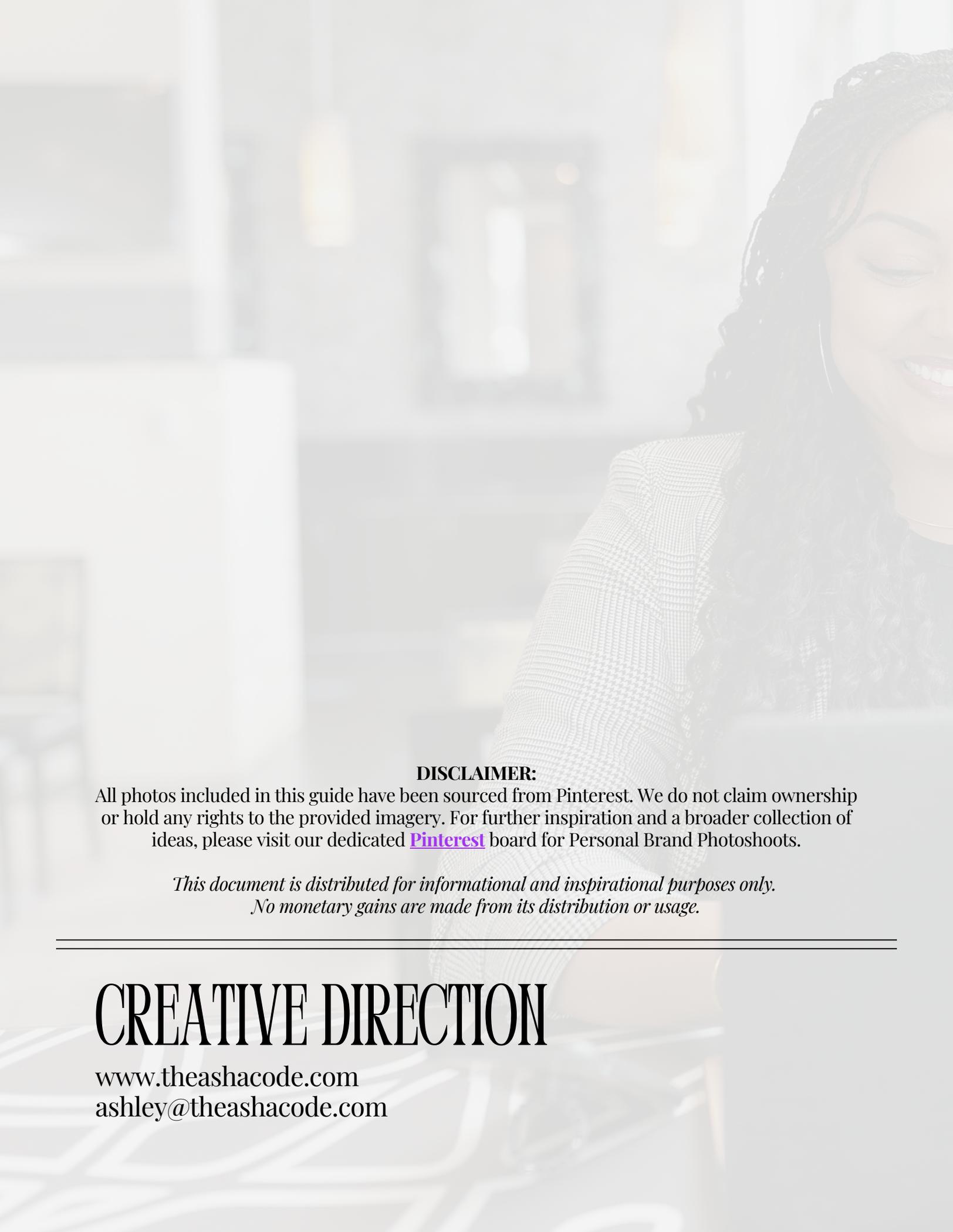
ADDITIONAL POSES





B-ROLL PHOTOS





DISCLAIMER:

All photos included in this guide have been sourced from Pinterest. We do not claim ownership or hold any rights to the provided imagery. For further inspiration and a broader collection of ideas, please visit our dedicated [Pinterest](#) board for Personal Brand Photoshoots.

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CREATIVE DIRECTION

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