PERSONAL BRANDING FORMULA

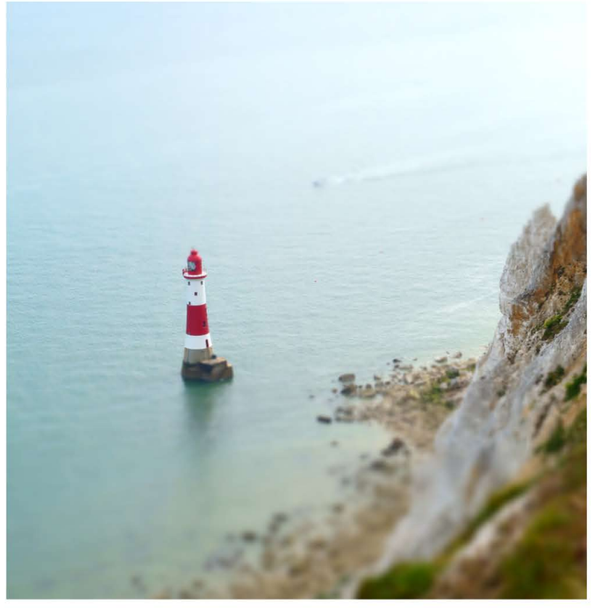
How To Show Your Unique Personality in Photos

Express Your Personality

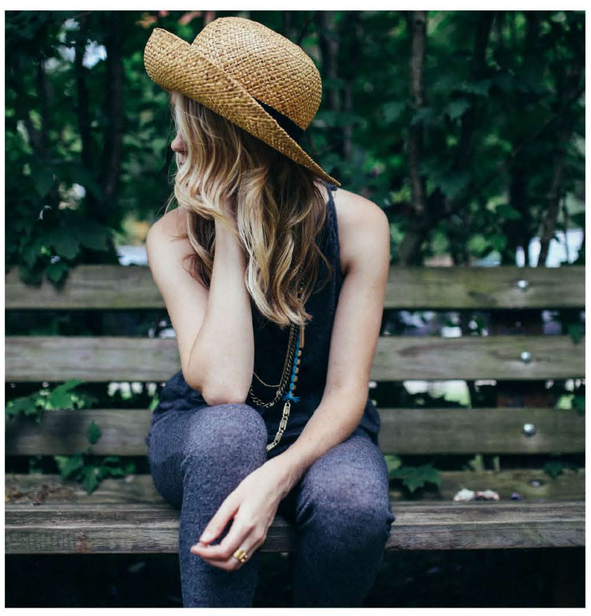
Create Instant Connection

www.PhotographYourBrand.com

BUY SPA



B	U	Y
BELIEFS	UNIQUE	WHY



S	P	A
SYMBOL	PERSONALITY	AUDIENCE

PHOTOGRAPH YOUR BRAND

PERSONAL BRANDING FORMULA

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HOW TO DECODE THE FORMULA

BUY SPA is the handy little acronym for the six fundamental elements for how to show your personality in your photos, as well as throughout your entire personal brand.

Your Beliefs + Your Unique Difference + Your Why + Your Story + Your Personality + Your Audience + Visual Symbol = Your Personal Brand

Let's do some 101. Photos of you that you use in your business are called Personal Branding Portraits.

A personal brand is branding of an individual. It has unique aspects that differentiate it from corporate branding. If you were having a disconnect with your branding it might be because you don't yet know the fundamentals of **personal** branding. Let's solve that problem...

B IS FOR BELIEFS

YOUR BELIEFS

We connect with people that believe what we believe. Connection is the heart of a brand, so if connection is the goal, then to achieve connection you need to share your common values. You speak them, you photograph them, you create ad campaigns about them. You design your very product or service with them in mind. All the people you attract, believe what you believe.

It is life changing when you blend your beliefs with your product or service. It shifts things into living from the inside out. It is magical. In the deepest sense it's why you started on this path. Understanding this one thing, and implementing it, can change everything.

You will want to write a few paragraphs about what you believe, through the filter of your business. You can share this throughout your content and marketing materials to attract your ideal client. Most importantly, you can use this as your north star during your photo shoot to show visually how you are uniquely you.

UNIQUE DIFFERENCE

Understanding how you are better, or different, in your work is key to standing out and building a viable personal brand. We live in a time of over-saturated markets so this self-knowledge is essential.

Once you are aware of it, you need to consistently SELL this difference. Sell it by repeating it as often as you possibly can in your branding portraits, your tagline, your copy, your marketing materials, what content you choose to video, etc. It should be at the heart of everything.

Your Unique Differentiator can be anything: the way you do what you do (efficiency, value, out of the box), something about who you are (introvert, spiritual, bold), or in who you serve. There aren't any boundaries on what it can be.

You can start with auditing your competitors. Jot down how each is clearly unique; in their vibe, style, programs, offers and copy. What is unique about them? Then, set yourself apart from them, in a way that is completely authentic to who you are are what you do. Check out the book, "Blue Ocean Strategy" for a deep dive into this topic.

YOUR WHY

Why you are in business is extremely important to share because this deepens your connection with others. It will tie the pieces of this formula together. It is very powerful if you are masterful at crafting an impactful and relevant story. Your goals are for it are to be memorable and create impact. How are you *personally* tied to your business' message?

Your Why, or your story, is strategic, so it's not simply about your hobbies or volunteering. The woman who formed MADD doesn't tell the story that she likes to cook. She tells the directly relevant story that her son died because of a drunk driver. In one sentence she ties it all together.

Why do you do what you do? On the surface, the answer is: to make money. But dig deeper. Why does making money in this way make the most sense for you, in particular? Why don't you do something else to make money?

When you nail this, you provide people with something so impactful and memorable that they can tell their friends when they are referring you. It is a mental "hook" that is a key component to effective personal branding. And, yes, this is photographable. Watch **THIS** short video to dive deeper.

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SYMBOL

In the episode about Thailand on Anthony Bordain's CNN show "Parts Unknown," he whizzes past a street chef wearing a straw cowgirl hat. He says, "See that woman. She's incredibly famous. All the people eating are from all over the world. They can find her stand because she always wears that same hat."

The power of symbol is very real. It can instantly make you recall a time in history or conjure patriotism. It is what I call a mental "hook," something that can be anchored into your brain A symbol has the benefit of being visual and uses that part of the brain to connect ideas.

What symbol could represent your mission?

You will then use your symbol in your branding portraits, and throughout your visual content. If used well, it can become an integral part of your personal brand.

I believe this is an under-utilized mechanism in personal branding. Keep a mental tab on who you see using this. I know one entrepreneur who receives random gifts in the mail from her clients of her symbol, to show their gratitude to her. This exemplifies the pinnacle of effective personal branding.

PERSONALITY

Your personality could be your Unique Difference (U in the formula), but if it's not, you still need to understand how to package up your personality and make sure it's understood in your personal brand.

Your specific energy, your personality, is the single most important thing in connecting to your audience. It can cut through the airwaves and instantly connect you to those that are attracted to it.

As you set out to plan your photoshoot, you must be clear on what aspects of your personality that make you most you. Choose 1-3 of the most prominent and then you are going to reflect your personality in your branding portraits.

If you are bold, dress boldly, in bold locations, doing bold things. If you are introvert and you have a shoot doing bold things, it will not represent your brand, unless that is part of your mission, which it may well be!

Are you on-trend, or out-doorsy? Are you shy? Are you silly? Are you down to earth, or a fashionista? Align your personality and your mission to nail photographing your unique personality and creating your badass personal brand.

A IS FOR AUDIENCE

AUDIENCE

Understanding your market, and more pointedly, your ideal client, will allow you to better create programs, services, content, ads, contests and, of course, imagery.

Have you ever heard of a customer avatar or ideal client exersice? If you have not yet drawn a complete picture of this person, there is no time to lose. Even if you are serving a niche market, this homework is very important.

Your imagery should capture a future you, the you that you have in mind for the end-result of your successful business. If you can future project your dream you, who would be your dream client? Who, **exactly**?

When you can envision this, you can blow your dream photo shoot wide open. You will magnetically attract the right people to your business in this way. You will create that which you want to evolve into. In delivering the dream end result for your ideal client, you do the same for yourself and your own vision. Branding portraits are a powerful manifesting aid.

Your audience is waiting for you. Your future self is, too. Through mastering this formula, and then photographing it, you are sending a clear message to the universe that you are ready for the next phase of your life.

HOW TO SHOW YOUR UNIQUE PERSONALITY IN PHOTOS

You will soon be stepping in front of the lens to capture your inner self in a way that holds people's attention in seconds of seeing your image and creating a connection with your ideal client. This formula will prepare you to shine your inner self so it jumps off the page to achieve these things. You will allow your audience to get to know you without ever talking to you first, and trust you enough to spend their money with you.

So many photographers share tips about what to wear, how to pose, and how to look great. All of that is important, but it must reflect the authentic you. That is what I want to help you with.

My mission is to help you align your inner self so that you create and project your honest, authentic self in your images in order to create a brand and a life that resonates with your mission and deepest sense of yourself, without missing the mark.

I spent 10 years running a business, but not feeling aligned with it. There seemed to be something missing. No matter how much money I made, or how many awards or raving clients I had, I could not shake this inner gnawing that something was off. What is was, I did not know.

So, I closed my business and it took three more years of soul searching, reading, learning, writing and classes to uncover the missing piece. It was mission, alignment and authenticity. My mission wasn't solely to make clients beautiful images, which is all I felt I was providing.

Now I know my mission is to help you discover and align with your inner self. When the inner work is done, it radiates your inner poetry and it shows up on the outside, seemingly magically, and you are then aligned, inside and out. Through these concepts of personal branding in PHOTOGRAPH YOUR BRAND you are consciously creating your purposeful mission and brand.

Keep in touch and let me know your before and after story. Your progress is my vision and my mission.

PYB

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DIY BRANDING PORTRAITS

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To dive deeper into the Personal Branding Formula and learn how to apply it to creating a shot list of images you can take to any photographer or DIY, sign up for PHOTOGRAPH YOUR BRAND. This three step program helps you show your unique personality in your branding portraits by developing your personal brand.

With this roadmap you will produce a unique visual language to share strategically aligned branded portraits throughout your website, social media, and anywhere you share content.

Designed by a branding photographer, with the solopreneur in mind, this system is liquid gold. The results will transform you from business-as-usual to an identifiable brand. We are going to makeover your business. Watch out reality makeover shows, here's comes the next Big Thing - Best Biz Makeovers.

The program is priced to be accessible to everyone, because "exclusive" isn't in my DNA. You can start anytime. I don't limit enrollment to any specific date. The program is self-paced, and you can share and get help from other entrepreneurs sharing your journey in the closed Facebook group.

To see my work as a branding photographer, visit www.jessicasunshinephoto.com

JESSICA SUNSHINE PHOTOGRAPHY