

OUR TOP PERSONAL BRANDING IDEAS



JOAN FORD PORTRAITS

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1 KNOW YOUR BRAND

What are some words that describe you and what you sell? Think of those words when planning your session, when choosing your outfit and the setting of your photos.



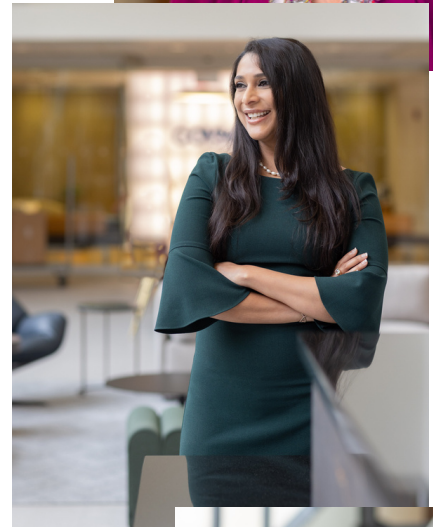
2 DO YOU NEED HAIR AND MAKEUP?

Almost everyone's skin (and confidence) can use a little pick me up before a photo shoot. Whether it's a strong or very minimal look like this picture (she has pro make up too!) our stylists know how lighting can change your look and pro makeup can make a big difference.



3 STUDIO OR LOCATION?

Depending on your business, you may want a more environmental look. Or you may be fine with a clean studio look and incorporate props and products that tell your unique story.



4 DO GUYS NEED MAKEUP?!

Depending on the guy, you too can benefit from professional grooming. There's more than one top CEO I've photographed who have taken advantage of it so do let us know any areas you are concerned about so we can address it before you choose your photos!



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5 PROPS THAT TELL YOUR STORY?

Depending on your business, you may want a more environmental look. Or you may be fine with a clean studio look and incorporate props and products that tell your unique story.



6 WARDROBE

Whether's it's a tight headshot or a full body image, clothing makes a huge difference. You don't have to use a professional stylist (altho we can recommend people if you'd like). We will give wardrobe recommendations and work together plan out every outfit and every setting before your shoot.



7 ACCESSORIES TOO

Accessories really elevate your image. Depending on the setting and your outfit, it can be as simple as signature jewelry that is interesting. We'll go over every detail in your pre shoot consult so have lots to show me!



8 HOW TO MAXIMIZE YOUR IMAGES

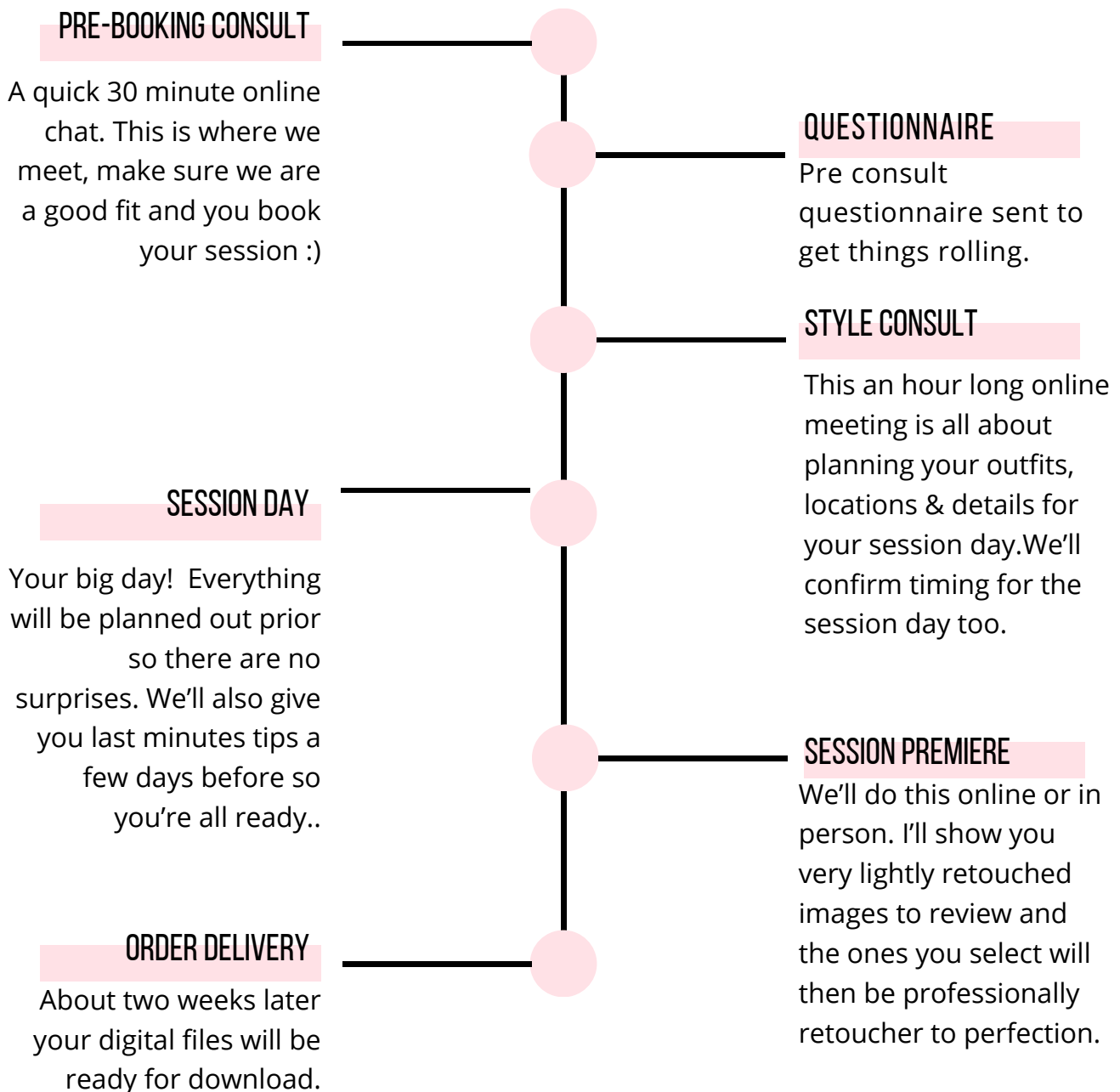
By an in depth consultation with Joan, we will cover all your needs, cause there is probably even more usages than you're thinking of. With slight adjustments to the look of a photo, you can achieve more variety and get more mileage of of your photographs!





How It Works

You are the face of your business. And we understand that this process might be a little intimidating, especially if you're a little camera shy. Don't worry, I've photographed hundreds of people from all walks of life over 30 years. I promise to take care of you and you'll be relaxed and at ease in front of my camera. Here's what your Personal Branding experience will look like.



Ready? Let's go!

Booking a personal branding session is a big decision. My team and I get that! And we want to be 100% sure that you are taken care of whether you choose to work with us or not. (Of course, we would absolutely LOVE to be your photographer.) If you are ready to take the next step towards making sure we are the perfect fit for you, click the link below to head over to our website and book a consult. Can't wait to chat with you!

Joan

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