
BRANDING PHOTOGRAPHY CHECKLIST



Tell your story | Elevate your brand

Rachel Bell *Creative*

☐ Headshots

You'll definitely need a great image of you smiling at the camera! We will add some different variations to give you a lot of options.

☐ Lifestyle

Here is your chance to show off your personality! Laughing, interacting with props, walking down the street, relaxing on a couch. This is your chance to help your audience get to know the real you!

☐ Inspiration

We'll incorporate things that inspire you in your creative process and in day-to-day life so you can get a little personal in your marketing.

☐ Workspace

Your audience already knows what you're selling, let them see where you do it and how you get the job done! Whether it is your desk, your couch, your office space or a workshop, give them a behind-the-scenes look at where it all happens!

☐ Creative Process

Everyone knows you do great work, this is your opportunity to show them HOW you do it! When people are able to cheer you on throughout the process, they'll be more interested in the end product.

☐ Tools of Your Trade

What does it take to get the job done? Whether its a laptop, planner, paintbrush, beads or a jigsaw. We will create compelling images that get your audience interested in all the work that goes into your product.

☐ Props

Chosing the right props is SO important in a branding shoot. Everything we use will be carefully curated and selected depending on whether it is true to you and your business and ensuring that we keep your images on-brand. Props also allow you to show off your uniqueness. Do you love to cook? Are you an avid reader? What about a talented painter? My pre-qualifying questionnaire will help in the planning process!

☐ Products

Of course, we will include images of you interacting with the items that you sell! This can include physical products or even digital guides!

Have questions?

I hope this checklist was helpful to you in planning your next branding shoot. If you have any questions or aren't sure how to get started in planning a shoot, I would *love* to help!

Email me at Rachel@rachelbellcreative.com

Let's work together to plan a branding shoot that shows your audience who you are!

