

# HOW TO BRAND YOURSELF

SO THAT PEOPLE PAY  
ATTENTION

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# YOU ARE ALREADY BRANDING YOURSELF

Every morning, you get up and do things that mark you as different. You pay careful attention to how you dress, how you style your hair (if you have any) and how you craft your personal image. You want people to know the best version of yourself that you can present.

You show up to work where you maintain a good reputation with your colleagues, your clients, and your competition. People know you for getting stuff done. They know you for taking action. They know you for your professional approach to everything that you do.

You already spend a good chunk of your time on personal branding, caring deeply about how you present yourself to the world around you. You put time and energy into how you look, not just because you want people to think you dress nicely and smell decent. You want to portray an image of confidence, building credibility with what people see in you.

The way you look is the way people will treat you, connect with you, and form the basis of their impression about who you are.

So, how bad would it be if there was an inconsistency in your image?





# CREATING CONSISTENCY

Wouldn't it look out of place if you spent all that time getting dressed and ready in the morning but walked out the door wearing your ratty Crocs to work? Wouldn't it be silly to have spent time on your makeup and appearance only to have coffee stains on your top? What about donning a suit, tie, and a fancy watch only to hop into your battered 1994 Honda Civic to get to work?

What message would that send? What would people think of you?

People would notice the glaringly obvious. It wouldn't be a consistent image of you. It would undo all the hard work you put into how you present yourself each and every day.

That's what it's like when you don't have a professional headshot, a public image consistent with your personal brand.

The truth is that most people spend very little time thinking about the picture they use to present themselves. They put daily effort into their personal appearance without a single thought about what their photo looks like on their website, their newsletters, or their promotional materials.

Guys, you're often guilty of just not thinking about it at all, letting poorly-lit smartphone selfies be your personal brand online. Ladies, you also have an issue with pictures and profiles that don't represent who you really are, making you out to be standoffish or unapproachable.

Nobody really thinks about where to get good photos, who to trust, how much they cost, and least of all, how much they create consistency with your personal brand.

Most don't think about it at all...until it's too late.

# EXTERNAL TRIGGERS

When was the last time you thought about the air pressure in your tyres? Most people probably won't until they feel a shake in their car or an uneven ride down the road. Or how about the last time you thought about the battery life in your remote control? Probably not until you're slamming your finger on that button and the TV doesn't respond. As if hitting it harder is going to make the battery life last longer....we all do it.

You don't think about your personal image until some external trigger forces you to consider it, often when it's too late to do anything about it. You need an updated image but by the time you're thinking about it, you need it immediately.

Remember: you only get one chance to make a first impression.

You have a new business opportunity opening up. You face new markets to reach. You have a chance to rise up into a better position. You have potential clients to win. You have bosses to impress. You are looking for more chances to create connections, build credibility, and convey confidence with your personal branding.

And for that, you need...





# THE PERFECT PHOTO

This is more than just a picture of you. You need an image, something that perfectly captures the essence of who you are, everything about you in one high-quality photo.

It needs to be:

Professional  
Flattering  
Relaxed  
Display your personality  
Approachable  
Engaging  
Establish you as an authority in your industry  
Be the perfect representation of your best self

This is going to be something that EVERYBODY will see.

This is the picture that goes on all your correspondence. This is the image that will be on your website. It's your personal profile on LinkedIn. It's what conference goers will see when your name is advertised as the key guest for the event. It's what will be displayed out the front of your next speaking engagement.

And if that's not enough reason to make sure you get the perfect photo, I don't know what is. To get that perfect shot to use for your business papers, sites, and gigs, you need to use the right photographer.





# FINDING THE PERFECT PHOTOGRAPHER

Oh, but your niece does photography, doesn't she? She's always posting shots and uploading them to social media.

Or you could use your friend, who's always got a camera around their neck and has a few hundred followers on Instagram. They might only upload photos of scenery, but how hard could it be take a picture of you?

We all know someone who has the "credentials" to be a photographer, even if they just do it as a hobby. They take reasonable shots and have a decent eye for composition to upload to their blog or profile. They have a good camera, maybe a few years old, but it's better than yours. They might even have more than two lenses.

But the perfect photographer does more than take a shot worthy of a few dozen likes on social media. It's more than a tripod and a good lens.

The perfect photo requires a professional with the ability to draw out the best from you and capture your essence in a single picture.

Understandably, the idea of getting professional shots can be intimidating for many, especially for those who've never had to think about it before. Maybe your office organized a photographer last time and you simply had to show up and sit pretty for a couple minutes while they snapped off 5-7 pictures.

But to walk in to a professional studio with lights, equipment, and a photographer posing you sounds like the worst possible way to set you at ease.



A professional studio session can be 60-120 minutes, depending on what type of shots you're taking. All that time, you're forcing smiles and hoping against hope that the camera doesn't notice those few extra kilos that you've been carrying around.

Sitting under the lights and being scrutinized in every angle seems like opposite method of capturing a flattering shot that builds credibility, creates connection and conveys confidence.

You see, it's so much more than finding someone with a good quality camera and a decent lens. It's more than asking your family member who has experience shooting flowers or capturing a lovely sunset picture. Nature doesn't need to be posed, cajoled, engaged, persuaded, and prompted. Those shots are easy compared to the work of a portrait photographer.

You need a photographer that puts you at ease, that is fun and engaging, that knows how to draw out that side of you that you want everybody to see and respect. You want to feel confident that the photographer knows what they're doing.

A photographer does more than pointing a camera and pressing a button. The ideal photographer gets to know the real you in a relaxed, friendly environment, setting you up for success and capturing the part of you that will create authority and awe in the one image.

This isn't about a good picture. This is about an image of success.





# YOUR PROFESSIONAL AND PERSONAL BRAND

One day, a man noticed some noises coming from under the bonnet of his car. He promptly called a mechanic and booked an appointment to have it looked over.

The mechanic looked over the engine block, examining every centimeter. He took his hammer out, and gave one part of the engine a sharp 'RAP' with his tool. After maybe 15 minutes, the mechanic came back in the shop to find the owner.

"All fixed," he said as he handed the owner the bill.

The owner was astounded to find that the mechanic had charged him \$200 for the repair.

"How can this be?" the owner lashed out. "You spent maybe 15 minutes and you only hit the damn thing with your hammer once. How can this be \$200? I demand you itemise this invoice so I know what I'm paying for."

The mechanic shrugged, took the bill back, and wrote down a couple lines. He handed it back to the owner.





Invoice Total : \$200

Hitting the engine with hammer: \$1  
15 years of experience to know where to hit: \$199

It's pretty well known that if you want to get something done right, you don't want to skimp out on the price.

How does the saying go? You get what you pay for. And if you want to hire your niece to snap a few shots one afternoon, throwing her a few bucks for her time, you're going to be disappointed with the results.

And the true cost of a poor image is lost opportunities, poor impressions, and a lackluster portrayal of the real you.

This is not about the image you're getting taken, but the experience of the person behind the camera. The shot itself will take but a moment. The knowledge it takes to capture the true essence of a person takes a lifetime to acquire.

Most people understand that their personal and professional brand is priceless. It's the visual representation of who you are, a portrayal of yourself that invites people to listen to you, to employ you, to hire you time after time.

How much would you be willing to spend on an image that sells you, that inspires people, that clearly marks you as an expert in your field? Imagine having the ability to always be your best self, looking and feeling your best every single day of your life. How much would you pay for the chance to make the perfect first impression with everybody you meet, every day?

How much would it be worth to you to have the charisma to appeal to new clients? The professionalism to get higher paying jobs? The appeal to invite 10 more speaking engagements every year?

Is there a figure that you can put on the credibility and confidence that you could claim with your personal and professional brand?

It's immeasurable how much impact the right image can have on your business, your professional life, your family, your clients, your expertise, or your career.

# THE POWER OF MELBOURNE HEADSHOT COMPANY

We understand the true power of your personal and professional brand. It's your logo that impacts people around the world before they even meet you. It's the best kind of first impression that you could offer.

And that's what we're here to create.

More than just a photograph, we create a unique photography experience crafting an image that visually defines the true you, the best version of yourself, the person that defines leadership and inspires excellence.

Who is the real you? It's the image that you portray on all your materials, sites, and correspondence.

We're not taking your picture. We're creating the best image of yourself.

We bring out the image of you that builds credibility, creates connection with people, and conveys confidence.





Use your personal branding image for these areas:

- LinkedIn
- Promotional Materials
- Websites
- Publicity
- Print Media
- Social Media
- Conferences
- Speaking Engagements
- Newsletters and Emails

Imagine the power of having a personal brand, consistent over all those platforms, that invites people to hire you, engage you, approach you, and use your expertise.

It's time to consider engaging that kind of power for yourself.





# YOUR PERSONAL BRANDING PORTRAIT

Understandably, the first time you come in to get your professional portrait, it can be a nerve-wracking experience. That's where our expertise comes in handy.

Over the course of the shoot, we're not just taking pictures in forced poses, unnatural and fake. You know how false those pictures make people look. Faked and forced cannot be photoshopped away.

We're getting to know the real you. We're capturing the personality and uniqueness that defines you. We're bringing out your best side.

We create genuine and authentic pictures of you in positions of power, of professionalism, of the personality that you want people to know.

Nervous? No need! You'll be coached and prompted into the stances, positions, and poses that show off your features, highlighting the aspects of your truest self. You'll be amazed to see the best pictures ever taken of you that you've ever seen.

We'll even create a shot list that you can use for different locations and opportunities, giving you multiple options to present the person you want to present in each scenario.

There is a big difference between an iPhone selfie and a professional studio artist.

# MEET YOUR PHOTOGRAPHER



Who is the brains behind creating your personal and professional brand?

Meet Andrew Campbell.

Andrew is a professional photographer with a background in fashion shoots. His work has been used in magazines and adverts around the country. He's been employed by Schwarzkopf, L'Oreal, Myer, and many other high-end brands.

Andrew's work is even nationally recognized, exhibited in the National Portrait Gallery in Canberra for his exceptional work.

And with Andrew's gift for the getting to know his clients and a rich experience in framing and composing the perfect shot, he's turned his attention to the executive and professionals who need the perfect portrait to brand themselves. His ability goes far beyond taking excellent pictures to putting his clients at ease, drawing out the elements of themselves that they want captured, and creating a fun, engaging shoot that produces world-class results.

With a history of over 10,000 people photographed, his resume stands out from the rest. He has worked with athletes, corporate executives, CEOs, business leaders, public speakers, and media personnel. He's even included 2 Prime Ministers and 4 Premiers among his satisfied clients.





# NOW IT'S YOUR TURN

If you feel like it's time for an updated version of yourself, this is for you. Before you miss out on that next big opportunity, before you need to stand out in your field over your competition, before you blow the chance to make a big first impression, take the first step to branding yourself better.

Create an image of power, of prestige, of persuasion with your personal and professional branding portrait. Create an influential portrayal of the real you that you want the world to see.

Start with a unique photography experience with a professional studio artist backed by years of experience behind the lens. Let his friendly and expert knowledge draw out and capture the personality that you wish to portray.

Contact the team at Melbourne Headshot Company to discuss getting started on your personal branding session.

Be your best self. Every day. And let us build credibility create connections, and convey confidence with your personal brand.

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