

## 11 ways to use Professional Personal Branding Photography to Grow your Business by Linda Kazares Photography

We live in a visual world. Professional photography has never been as important as it is right now when communicating with prospects and influencing your market. You are the literal face of your business and you want your prospects and clients to know who you are. Here's the list...



1. Throughout your website
2. In posts on you social media platforms
3. In your newsletter, blogs and e-blasts.
4. In proposals to prospective clients.
5. In the contracts you present to your clients.
6. Press releases about an event or new offering you have.
7. Profile photo refreshing every few months so that people see a new image of you.
8. In your sales and landing pages.
9. Submit an image (not just a headshot) along with your bio when you have a speaking engagement.
10. In your email signature.
11. On print materials like rack cards, brochures, mailers or other.

Building your library of photos will give you immediate options at a moments notice. With a strategic library you're in control your image and will be in a position to project exactly what you want the world to see.

Because you are using a variety of platforms in particular social media to grow your personal brand, you're going to need a steady stream of new images month after month. Make sure that once you're ready to build your visual brand you work with a photographer who understands the variety, depth, questions and deliverables involved in branding photography.

To book your 15 minute consultation [link here](#).

Questions? Get in touch. Thanks you, Linda  
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