

15 Branding Photo Fails You're Making

Grab the Fixes Now!



Lots of people have trouble with their branding photos. They either don't look like themselves, or their photos don't show how awesome they are at their job.

Let's look at some **branding fails** you may be making - and how I can solve them!

I've helped many people **just like you** turn their not-so-great photos into amazing ones that really show who they are and what they do best.

It's super frustrating when your photo doesn't show your best self. You might feel like you're not getting noticed or people don't see how great you really are.

Here are some things you definitely want to avoid:

01

Ignoring Your Brand Personality

Not bringing your unique brand traits into your photos.

FIX Reflect on your brand values and ensure your photos embody them.

02

Forgetting the Background

A distracting or inappropriate background.

FIX Pick a background that compliments and doesn't overshadow you.

03

Choosing the Wrong Attire

Wearing clothes that don't go with your professional image.

FIX Select outfits that go with your industry and personal brand.

04

Overlooking Lighting

Not bringing your unique brand traits into your photos.

FIX Use natural light or professional lighting for clarity and mood.

05

Forced Poses

Unnatural poses can make you look stiff.

FIX Practice relaxed, natural poses that reflect your genuine self.

06

Neglecting Photo Quality

Low resolution or poorly edited images.

FIX Invest in high-quality photography and professional editing.

07 Too Much Editing

Over-edited photos can look fake or AI.

FIX Aim for a natural look with minimal retouching.

08 Inconsistent Styling Across Platforms

Different looks on different social media.

FIX Keep a consistent style across all online platforms.

09 Using Outdated Photos

An old photo can mislead potential connections from your current brand.

FIX Regularly update your photos to reflect your current look.

10 Ignoring Your Audience

Not thinking about what your target audience wants to see.

FIX Make sure your images connect with your current audience

11 Lacking Authenticity

Photos that don't represent the real you.

FIX Be yourself and let your genuine personality shine through.

12 Misaligned Colour Palette

Colours that don't go with your brand and appearance.

FIX Choose a color scheme that improves both your brand and looks.

13 Poor Accessory Choices

Distracting or inappropriate accessories.

FIX Choose minimal, brand-appropriate accessories.

14 Not Planning the Shoot

Not enough preparation can lead to bad results.

FIX Plan your shoot details, from clothes to poses, in advance.

15 Skipping Professional Help

Trying to DIY your branding photography.

FIX Invest in a professional photographer who specializes in personal branding.

If your branding photo is good, **people will notice you more**. They'll see you're a pro and you know what you're doing.

But if it's **not good**, they might **not take you seriously**.

Your photo is super important because it's often the first thing people see.

MAKE SURE IT SHOWS THE BEST VERSION OF YOU!



Have Questions?