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Unlock the Secrets to a Magnetic Personal Brand Image

Struggling with personal branding images?

You are missing out on **HUNDREDS** of potential connections.

Remember, a *bad image might make you blend into the background, slowing your business growth.* It's crucial to showcase not just a good look, but your unique story and values.

My 3-Step Solution

01

Personal Branding Consultation

Discuss your brand's values, goals, and the story you want to tell.

02

Tailored Photo Session

Go to a photo shoot that reflects your brand's essence, from location to styling.

03

Image Selection and Optimization

Choose the images that best represent your brand.

To *completely* change your personal brand image, consider these three essential tips:

☑ **Authenticity**

Expression Yourself Authentically Capturing the real you.
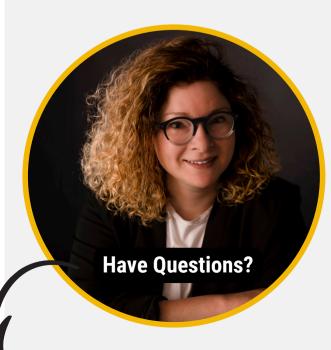
☑ **Tell a Story**

Keeping images with your brand's narrative.

☑ **Consistentency**

Be consistent across ALL Platforms ensuring your brand image is convincing and similar on every platform.

The Psychology Behind a Strong Personal Brand Image

Understanding that a trusted *image influences what people think of you and builds trust* is very important.

The *colours, poses, and expressions* in your photos convey *confidence and professionalism*, setting the tone for your brand.

The Importance of High-Quality Imagery

Professional photos are the best investment you can make for your image.

In our consultation, you will learn why they are better than DIY smartphone pictures.

Technical aspects like professional gear, lighting and composition make all the difference.

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Have Questions?

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10% OFF

SPECIAL OFFER

Your journey to a powerful personal brand image begins here. Now... back to more value!

Updating Your Personal Brand Image

Know when it's time for a new photoshoot.

01 **Headshots**

Should usually be updated *after a year*.

02 **Website Branding**

Photos should be updated *every 1-2 years*.

03 **Social Media Branding**

Photos should be added *every week*.

Changing Your Image for Different Audiences

Your branding images should be slightly different for all platforms, but still *maintain consistency*.

Think about the different platforms and how you see their impact on your personal brand.

Client Success Stories Who Used My Method!

Hear from clients who have seen the benefits of their new brand images.

"

★★★★★

I used Elina's services to update my head shot portraits for use in corporate advertising and social media.
Elina is easy to be comfortable around and she creates a relaxed environment.
The product that she delivered to me – the same day that we did the shoot – was very professional and high quality. I would not hesitate to use Elina again and to recommend her to others.

Darren Sandbeck
LUPO CONSULTING | Airdrie, AB

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★★★★★

I contacted Elina for headshot photos for my website and professional profiles. Elina's communication was excellent, she was warm, professional, and clear. She cared very much about my vision for the photos and used various tools (examples, descriptor words, mood board) to understand my hopes for my photos. She is a passionate and dedicated artist and professional and I will book her again for family photos!

Crys Patricia
PLAYBACK PSYCHOLOGY | Calgary, AB

Closing Thoughts

Without a powerful personal brand image, you risk being **ignored** in a competitive market.

On the other hand, with the right imagery, you can attract the ideal clients, establish a strong online presence, and create lasting impressions that **move your business forward**.

The choice is clear: **invest in your personal brand image to unlock your full potential.**