

Lisa Arnold Photography

How Do You Want To Be Seen?

What Does Your Personal
Branding Say About You?



Business Portraits

As an independent business owner, your Business Portraits are as much a reflection of who you are as the business you run.

People want to hire you because of the experience *you* will bring, not because of what your trade 'looks like'.



By the time they've Googled your trade they already know what they want. Now they need to know why they should choose you. *That's* how you should be seen.





Part of being seen in your life and in your business is embracing the many, ever-changing sides of our personality. How do you show up in your business? How do you want to show up?

Let that be the way you are seen.



Show your many sides. This thoughtful, pensive artist is also a bright and shining presence.





Initially Shae wanted to be seen as light and airy with a flowing dress sitting in lotus position. That made sense, she is, after all, a yoga instructor. But when she saw the resulting images she knew they didn't portray her personality, rather how she thought others perceived her craft.

We worked together a second time and I loved the results. She is strong, powerful and wise. When you see this image of Shae you know you are not working with a traditional yoga instructor.

Nutritionist



This nutritionist's success is her branding. One look at this nearly 70-year old and you want to know her secret.

Do we need to see her cooking or near a bowl of fruit? No. Her profession tells you what she does. Her smile tells you who she is.

What you do - that's your profession.
Who you are - that's your brand.



Being an artist
is more than one thing.







Beauty Artists

PERSONAL BRANDING

If you brand yourself based on the experience clients will have with you, they'll have a better idea of the experience to expect.

A 'traditional' job does not mean traditional branding.

I've worked with business owners of all types and yes, some were photographed with traditional headshots. Not because their job was traditional, but because *they* are traditional.

How would you describe yourself and the experience you offer?

Let that guide you as you answer the question:

How Do You Want To Be Seen ~ In Your Business?

WARDROBE

Part of how you are seen of course includes what you wear.

This doesn't have to be as complicated as it may feel; how would you show up to a business meeting if you wanted your potential client to get a feel for your personality? That's your wardrobe for your session. If you would dress differently depending on who you're meeting, bring along a few changes of clothes.

In my experience solids are better than busy patterns. But if you have an accessory that you love, bring it. If you have a tie that stands out and you feel great in it - wear the tie. It's just best to avoid making the image look dated. Above all, don't let others who share your profession dictate how you are seen. Look like you. Let people know who they'll be working with.

Business Portrait Pricing

Business Branding Subscription ~ \$9,000.00 : Keep your marketing content fresh by coordinating seasonal portrait sessions. Prepare a season ahead keeping your clients aware of what's new and up-and-coming. Four individual sessions to be held within a 12-month period. Each session includes 10 digital images and a total of 3 minutes of edited video*.

Individual Branding Session ~ \$3,000.00: Educate, inform and introduce your client to the experience they will have working with you. Your session includes 10 digital images and a total of 3 minutes of edited video*.

Travel costs may apply.

*Video can be split into three 1-minute clips





Many of my images could be described as dark. This isn't just a creative preference. After consulting with my client we determine how best to reflect the part of themselves they want seen. For some that is light and airy. For others, there's a quiet stillness they want to express.

No matter who you are or what you do, you get to decide how you want to be seen.









Please believe me when I say I understand the discomfort around being photographed. I feel it too. It is, in part why I love what I do -

I know the fear and I've seen the power around portraiture. Let me create your portrait. Let me show you what those who know and love you most see. Let's get you seen.

How do you want to be seen?

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