



HAUS OF LIGHT

10 SHOTS YOU NEED

IN YOUR PERSONAL BRANDING SHOOT



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HEAD SHOT



WHAT IS IT?

A classic headshot is a waist-up portrait with a focus on the subject looking directly into the camera lens. You want the focus to be on you, not the environment around you. We can go for more classic headshots with a simple background, or shoot them more creatively to showcase more of your personality.

WHY YOU NEED THIS SHOT

As a Personal Brand, your potential clients want to buy from YOU. You are the key selling point: Your vibe, your presence, your energy. People will feel a resonance.

You'll build trust more easily when you show your audience the face behind the business. Plus, any time someone requests a photo of you for collaborations, media mentions, or podcast appearances, you'll always have a photo at the ready. No more sending that decade-old headshot!





PERSONALITY SHOT

WHAT IS IT?

The personality shot is similar to a headshot but more unique to the individual subject. You could be laughing and expressing joy, or maybe conveying a feeling of empathy and compassion. The purpose of these shots is to add flavour and showcase your uniqueness.

WHY YOU NEED THIS SHOT

This shot does two things: First, it shows off the aspects of your personality that makes you unique as a Personal Brand. Second, it communicates the feeling you want your potential clients and customers to experience when interacting with you and your brand. Eg: Soft & soulful, bold & brilliant, bright & quirky etc.





PROCESS SHOT



WHAT IS IT? ✨

A process shot shows you in your zone of genius: creating and executing your service with the tools you use most. Process shots generally come in multiples to convey several steps of a process, but we can also create one shot of you in your magic that says it all.

WHY YOU NEED THIS SHOT

Process shots answer two questions: How do you do what you do? And, what does it look like to work with you? Potential customers need to know what to expect before they open their wallets. Plus, everyone loves a little BTS.





POWER SHOT

WHAT IS IT?

The Power shot may be more relevant to some Personal Brands than others, but I believe every woman should have a photo of her self serving power and badassery.

WHY YOU NEED THIS SHOT

People trust leaders who trust themselves. Period. When you show up authentically in your power, and we capture that visually, it sends a frequency of self-trust and confidence to whoever views your content - which helps them trust and have confidence in what you do too.





LIFESTYLE SHOT

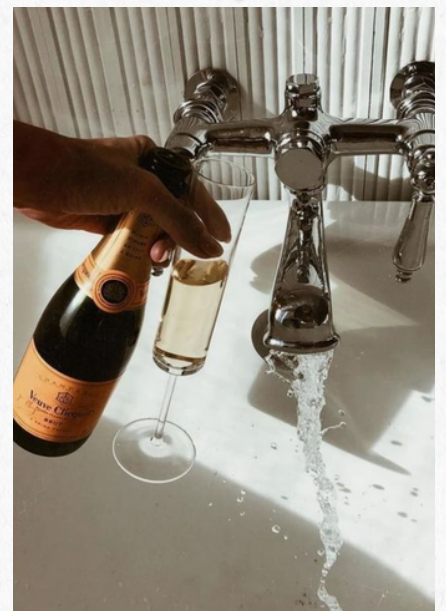


WHAT IS IT? ✨

The format of a lifestyle shot can take many forms, as you'll see in the example photos. The lifestyle shots are essentially the moodboard of your life - the life your clients aspire to have and the life you help them create. Make a list of what your customer's life would ideally look like after working with you. In what ways will their life be upgraded? Use the answer to formulate ideas for your shot.

WHY YOU NEED THIS SHOT

Your potential customers want to know how your product or service will benefit them before they buy. Your lifestyle shot will encourage your customers imaginations to run wild and tune into what's possible for them if they invest in themselves with you.





ENVIRONMENT SHOT

WHAT IS IT? ✨

The environment shot features the you working or posing in your workspace, whether that be an office, art studio, home, or an outdoor spot. I like to play on locations in my shoots to get more unique shots: The more creative, the better.



WHY YOU NEED THIS SHOT

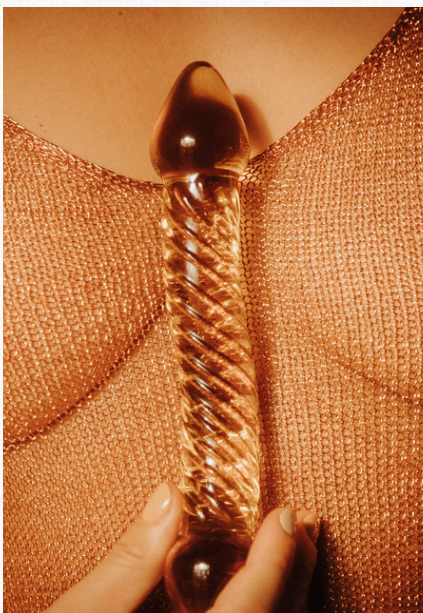
Similar to the personality and process shots, the environment shot helps potential customers understand you and your brand at the core. Your brand's values and legacy. This shot also encourages them to visualize the lifestyle they can have if they work with you.



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DETAIL SHOT



WHAT IS IT?

Detail shots zoom in on props, hands, design elements, tools you use and products. The intention of a detail shot can be descriptive (such as visually describing a feature of your product). Or, a detail shot can be conceptual and artistic (my favourite kind).

WHY YOU NEED THIS SHOT



Detail shots are usually close up, so they tend to work well underneath graphics for your IG feed. They can also work well as 'filler' shots on the feed so not every single shot is one of you.



BRANDING BUT MAKE IT ART



WHAT IS IT? ✨

Artistic shots are shots created to conceptualise a core part of your brand. The purpose is to carefully craft and create images that are unique, eye catching and reflect the essence of your brand.

WHY YOU NEED THIS SHOT

As a Personal Brand, you want to stand-out. In an age of endless scrolling and highly saturated markets, the more unique your visuals, the better. Images that stand out are also more shareable and saveable which helps the algorithm for your social media platforms. They are also super fun to create!





INTERACTION SHOOT



WHAT IS IT?

An Interaction shot showcases your community, your team or your 1:1 in-person work with clients. This is ideal if you do any type of body work, breathwork or somatic work. This is also a great one if you lead retreats.

WHY YOU NEED THIS SHOT

It's always beautiful to see service-providers in their context of being of service. It's also nice to take breaks from photos of just you, to see your candid interactions with those you work with: your team, community and clients.



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THANK YOU



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