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## KEY ELEMENTS OF YOUR BRAND

Before we get things rocking, we need to sort out the key elements for your brand. If you have been in business for a while maybe you need a refresh, or if you are just starting out maybe you need to look at the big picture to see what might be the best option for you. Either way, take your time and use this worksheet to help identify the key elements that you want to make up your brand. Do they fit together to enhance your brand and reinforce where you want your brand positioned? If not, see where you can make adjustments to make them work together.

Remember, a memorable, meaningful brand is authentic and has key branding elements. These key elements include an identifiable style, a clear product focus, your studio environment or how you present yourself, the experience you provide, and a cohesive marketing identity.

Identifiable style: This is your photographic style, which includes what you photograph and how you do it. Your style is why people initially choose you as their photographer.

Your current photographic style:

Are there any changes you need to make to your style? If so, what changes and why?

Clear product focus: The products you offer to your clients have to reflect the style in which you photograph and match up with your ideal client's wants and needs. For example, do you shoot more of the story because you are shooting with an album in mind, or are you going for that one killer image to hang as wall art?

Your current product focus:

Do your products match up with the way you shoot & what your clients want? If not, what do you need to change?

Studio environment: Your studio also has to be a reflection of your brand. The look and feel of it, and the way you present yourself to clients. Even if you don't have a studio, the way you present yourself (how you dress, etc) needs to reflect your brand. You need to think about what you want your brand to say to people and translate that into how you present either yourself and/or your studio.

Current studio/personal vibe:

What changes do you need to make in order for your studio/personal presentation to be in line with the way you want your brand received by clients?



The Experience: The customer service you provide for your clients is what gets them talking about you. We want to create a wonderful experience that creates that emotional bond with our client. The higher you want your brand to land, the higher the level of service you have to provide.

What kind of customer service do you currently provide?

Depending on if you want to be a low, mid, or high end brand, what do you need to adjust in order to bring your customer service to the same level as your brand?

Cohesive marketing identity: Every touch point you put out for your studio has to have a consistent look and feel. You don't want to have an identity crisis and confuse your clients, which means you don't want different identities on different pieces. If you're launching a new brand including a new identity package, make sure you wait until all pieces are ready so you don't confuse your clients.

What marketing pieces do you currently have? (Ex: Biz cards, website):

Take a look at all of your pieces. Do they all have the same look and feel? Same logo, same colors, etc? If not, where do you need to make adjustments?

