



PLANNING YOUR PERSONAL BRAND GUIDE

A free resource from Kim Brundage

Kim Brundage

P H O T O G R A P H Y

HI YOU!

Are your images keeping up with your current personal brand? I have so many clients tell me they don't like their picture taken...so they put it off. I totally understand. Having your photo taken can conjure up unwanted feelings...especially if the person who took your photo didn't have the skill or desire to capture your unique expression and personal brand.

That's why I'm here and that's why I wrote this guide for planning your personal brand.

I work with entrepreneurs, CEOs, leaders, coaches, authors and public figures to capture their personal brand. Personal branding is a MUST for doing business today. The fact is, people buy from people—and if you're not investing in your personal brand, I can assure you that your competition is!



Kim Brundage, Owner of Kim Brundage Photography

Planning your personal brand can be overwhelming. That's why I wrote this for you.

I want to give you a simple, step-by-step approach to planning your personal brand.

In this guide I'm sharing the three levels of building your personal brand:

1. Your Anchor Image
2. The Next Level
3. Going Pro

Within each level, I'll share tips and checklists for you to make steady progress in building your personal brand.

I want you to remember three things as you read and use this guide:

1. Your brain processes images 60,000 times FASTER than text.
2. We are all wired for connection. The brain is drawn to the image first, honing in on the eyes and facial expression.
3. The quality of your brand attracts the quality of your clients.

With all that in mind, I hope you find the guide helpful, and I wish you amazing success as you build your personal brand!



LEVEL 1: THE ANCHOR IMAGE

The first milestone I want you to achieve with your personal brand is investing in a high quality, amazing headshot. I call your headshot your “Anchor Image” because your headshot serves as the foundation for every other personal branded image you invest in.

A truly great headshot connects your prospective client or customer to you and lets your prospect know what an amazing person you are. We all know first impressions are critical, and your Anchor Image is your critical first impression with your next clients and customers.

LEVEL 1 USAGE

So where do you use your Anchor Image?

- Your LinkedIn profile
- Your website’s “About” page



Stephen Moegling, Growth Advisor

TIPS FOR LEVERAGING YOUR PERSONAL BRAND ANCHOR IMAGE



Connie Hom, CEO of Buckingham Greenery

- Make sure to get high-resolution and web-friendly versions of your headshot
- Your anchor image headshot should be vertical, not horizontal
- Wear clothing that best represents how your clients will meet you
- Invest in hair, makeup, and wardrobe styling: you have one shot to make a fabulous first impression
- Identify your magic brand words: the 3-5 words that best embody your personal brand, so your photographer can help convey these branded words in your image
- Because this image is your anchor, it's the one that's most frequently updated. I advise my clients to update their headshot yearly.

THE NEXT LEVEL

After investing in your Anchor Image, it's time to go to the next level. You'll want additional personal branding images for use across the core channels that your prospective clients and customers are seeking the insights, council, and solutions that you offer. With these additional images, you have a variety of images to work with and get to share your multi-dimensional personal brand.

Next Level Personal Branding Application

Here we begin cascading your personal brand across other channels—those places where your prospective clients and customers frequent. Your Next Level images are “channel-specific.” For example, Facebook and Instagram tend to be more playful and entertaining than LinkedIn. So you may not want to wear a suit for your Facebook page profile.

NEXT LEVEL USAGE

- Facebook Business profile
- Instagram profile
- Twitter profile
- YouTube profile
- Your email newsletter



P.K. Ewing, Founder of Take Point Now

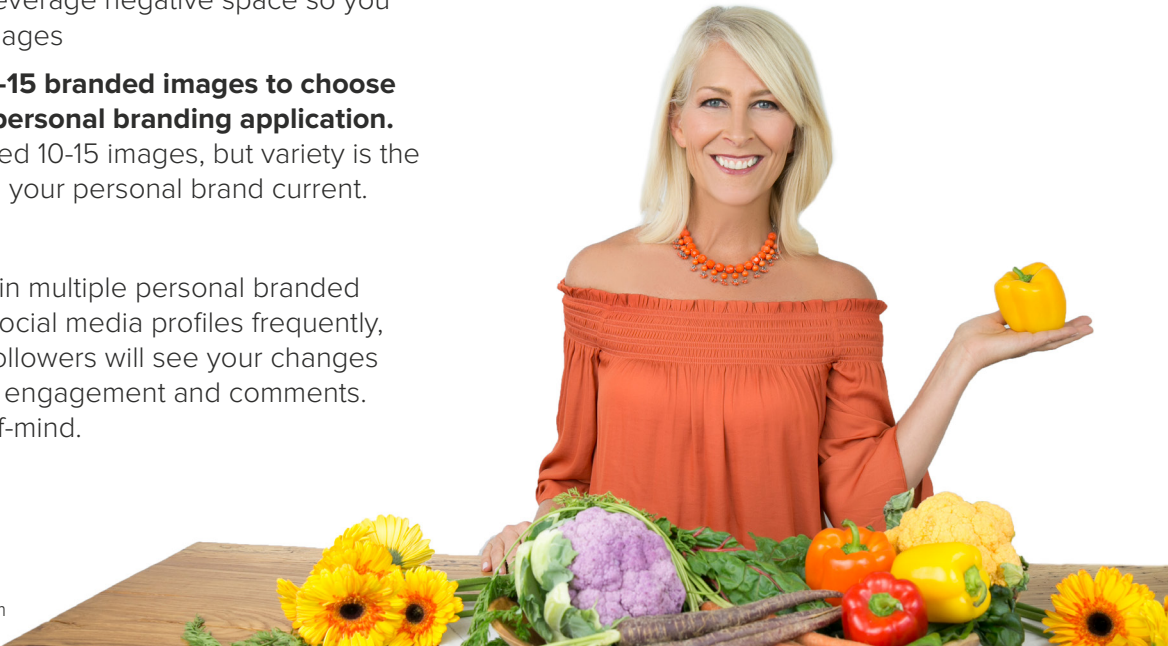


Pamela Biasca Losada, Wellness Coach

TIPS FOR TAKING IT TO THE NEXT LEVEL

- As with Level 1, invest in hair, makeup, and wardrobe styling counsel
- Get both high-resolution and web-friendly images
- Get a mix of vertical and horizontal images to use
- Have the photographer leverage negative space so you can put words with the images
- **I recommend at least 10-15 branded images to choose from for the Next Level personal branding application.** You may not think you need 10-15 images, but variety is the spice of life AND keeping your personal brand current.

Bonus tip! As you invest in multiple personal branded images, switch out your social media profiles frequently, say once a month. Your followers will see your changes and you'll likely get great engagement and comments. This helps you stay top-of-mind.



GOING PRO

GOING PRO PERSONAL BRANDING USAGE

- Blog posts
- Across your entire website, not just in the “About” page—especially if you are not selling a product but instead selling yourself as the solution
- Podcasts: your own and sharing your personal brand image with podcasters who interview you for them to share on their podcast website pages
- Media kits and press: you’re more likely to have your personal branded images shared in media if you give the media high-quality images
- Portrait profiles to use when writing for third-party online publications like LinkedIn, Medium, and other people’s blogs



Christy S. Coleman, CEO of the American Civil War Museum 2018

TIPS FOR GOING PRO WITH YOUR PERSONAL BRAND

- Decide what your brand colors are. For example, you don't have to always wear blue if that's your brand color, but it's fabulous to have your images convey the colors that represent your brand.
- When selecting your wardrobe, avoid busy patterns, which can look odd in a photograph and distract the viewer from your gorgeous face.
- For your horizontal images, place yourself to the left on the photograph. This way, text you add later to the images can be placed on the right of you. We read from left to right, and we want people to see your beautiful face before reading words!
- Ensure your images are consistent with your current life and experiences. Who you are right now is who your prospective clients and customers want to hire and invest in. Let your current life experience shine with images that represent who you are right now, not who you were two years or more ago.
- I recommend at least ten branded images to choose from when you're going pro. That way, you have images for every application and have a variety to work with.
- Make sure to include detail shots to support your personal brand.
- Think about what 'props' you want to include that are supporting actors. This helps your ideal clients easily connect with you.



Jenni Comer, CEO of Jenni & Co Residential Real Estate

“

Kim Brundage Photography has it ALLLL figured out. From the hair, makeup and outfit coordinating, she made the stress I always have when getting photos done...

NON STRESSFUL!

She always knows how to capture a photo I will love!

Jenni Comer

So there you have it! A handy checklist to plan your personal brand!

I know it can feel overwhelming to plan your personal brand, let alone simply having your photo taken. That's why I make the process of working with my clients smooth, worry-free, and fun!

My "Dream Team" of hair, makeup and wardrobe rock stars work with you so you're "runway ready." These pros are amazing at what they do and I couldn't give my clients the premium experience they deserve without my team.

I would be honored to work with you. Please click the button below or visit my site and click Book a Session to schedule a free phone consult.

It's Your Time,

A handwritten signature in black ink, appearing to read "Kin". The signature is fluid and cursive, with a large initial 'K' and a trailing flourish.

[CLICK HERE TO BOOK A SESSION](#)



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