



BUSINESS & PERSONAL BRANDING

WELCOME + OVERVIEW

Client Guide

A CLEAR FIRST IMPRESSION

Your brand deserves images that help people understand it. Business & Personal Branding photography creates a coordinated collection of portraits, working scenes, spaces, and details that you can use to introduce yourself and market your business.

This guide explains who the service is for, what a session can include, and how we can build the photography around your goals. The starting point is a conversation about what you do and where your images need to work.

Start with what you need to communicate.

Who do you want to reach? What should they understand about you? Where will the photographs appear? Those answers shape the session before the camera comes out.

Session's Utility in Your Work

Personal Branding: Introduce the person behind the work

For professionals whose name, expertise, or personality is part of client acquisition, a Personal Branding session helps a prospective client see who you are, how you work, and what working with you might feel like. It brings together portraits and meaningful scenes from their working life.

Where I Fall

Business & Personal Brand sessions typically fall under one of three groups:

- #1) portrait/headshot sessions marketed as branding,
- #2) strategic personal-brand content sessions for entrepreneurs and professionals, and
- #3) commercial brand productions for established businesses and marketing departments.

I fall under groups #1 and #2. What I provide is not an exorbitant marketing campaign production, nor am I responsible for 100% of the organization. I help businesses and professionals create a useful library of polished brand imagery. You should not expect your session to be a full-scale commercial production, but you should expect a thoughtful, collaborative photography experience focused on creating polished, purposeful imagery that reflects your professional identity, supports your marketing needs, and gives you a versatile collection of photographs to use across your business.

You can also expect photographic direction, thoughtful planning, and a collaborative process in which you bring the knowledge of your business and its objectives, while I bring the technical and creative expertise necessary to translate those objectives into compelling photographs.

I am responsible for: consultation, helping refine the shot list, recommending locations/looks, determining what photography gear is needed, directing and posing during the shoot, capturing the images, editing, and delivering the agreed image count.

You are primarily responsible for: brand strategy, campaign concept, securing talent/models, wardrobe sourcing, props, site access, permits, major logistics, and coordinating employees unless otherwise agreed. For larger productions, I am happy to work with your marketing team or agency.

Business branding: show the people, place, and process

Companies need to maintain a consistent, professional presence across its websites and marketing. For a company, team, or local business, the coverage can include its people, environment, customer experience, tools, and services.

Why invest in a planned image collection?

It makes your work easier to understand.

It shows the service, process, or experience that words alone may leave unclear.

It gives people a more personal introduction to you or your company.

Showing the real people behind all of the work helps for visitors connect your offer with the people behind it.

Bring consistency to your marketing.

A good brand relies on consistent marketing, and that includes a consistent look to your imagery. Coordinated lighting, settings, and editing help your website and other materials feel connected to one another, which only makes your reputation more reputable.

Spend less time searching for the right image.

Build a useful collection for specific pages, messages, and campaigns.

Represent where your business is today versus yesterday

You should get new, updated photos when your team, location, services, or professional direction changes.

How do you know when a good time is to book a session?

Whenever you have a website launch, rebrand, new service, expanded team, fresh campaign, or outdated image library. Those can all be good reasons to plan a session. You can also book a focused refresh to fill gaps in your existing marketing.

One Distinction

A headshot session focuses on your professional portrait. A branding session can include that portrait while also showing your work and creating images for several marketing needs.

If you only need a current headshot, my Portraits & Headshots service may be a better fit.

Who This Service Is For

Anyone who owns a business or runs a personal brand will benefit from a Business & Personal Photography session. The service is for individuals and businesses that need original photography to explain their work and present it professionally. The right coverage depends on the audience you serve and the decisions your images need to support.

You may benefit from this session if...

- Your current images are outdated, inconsistent, or mostly generic stock photography.
- People need to understand your expertise or service before they inquire.
- You are repeatedly using the same photograph across unrelated messages.
- Your website designer or marketing team needs images made for specific layouts.

Client or business	How the photography can help
Independent professionals	Consultants, real estate agents, attorneys, accountants, and advisors: portraits, working scenes, and client-meeting imagery for profiles and service pages.
Founders & small businesses	Introduce the owner, staff, workspace, and customer experience so visitors can see who they are considering working with.
Creative professionals & makers	Designers, artists, craftspeople, and studios: show the process, tools, materials, and finished work behind the service.
Service providers & trades	Builders, contractors, and service teams: demonstrate the people and steps behind the work, with safe, planned coverage on location.
Wellness & client-facing practices	Fitness professionals, salons, and wellness businesses: show the environment and a representative service experience using approved participants.
Teams & organizations	Create coordinated individual portraits, group images, and workplace scenes for staff pages, recruitment, and company communications.
Speakers, authors & educators	Create portraits and contextual images for biographies, media kits, presentation materials, and professional websites.

Ways We Can Build Your Session

These are shooting scenarios, not fixed packages. We can combine them or narrow the session around one priority. Session time, people, locations, finished image count, and costs are confirmed in your quote.

PERSONAL BRAND INTRODUCTION	A solo professional in one versatile location. Guided portraits, an environmental portrait, a representative working scene, and useful detail images create a starting collection for an About page, profile, and introductory content.
WEBSITE OR SOCIAL MEDIA PAGE LAUNCH	Coverage built from your actual page plan. We identify homepage banners, service images, team portraits, and supporting details, then photograph the compositions your desktop and mobile layouts need.
A BUSINESS AT WORK	An office, workshop, shop, or practice photographed around a planned sequence of tasks. People, service interactions, tools, and surroundings explain what you do. Scenes may be directed to keep the session manageable and the activity clear.
TEAM & LEADERSHIP SESSION	A scheduled portrait station with consistent lighting, followed by agreed group portraits and workplace scenes. A staff roster and appointment order help reduce disruption and keep the final collection cohesive.
CAMPAIGN OR SERVICE LAUNCH	Coverage organized around a defined message, offer, or launch. We plan the key image, supporting scenes, and space for text before photographing. Multiple concepts, locations, or elaborate setups are scoped separately.
RECURRING CONTENT REFRESH	Repeat sessions can update the collection as your business changes. Each session begins with a review of what you already have, what has been useful, and which new people, services, or seasonal messages need coverage.

How the Plan Adapts to Your Goals

Your **intended use** guides the how we develop the shot list, shooting schedule, framing, and editing. Share page layouts, campaign examples, and any designer requirements before the session so they can be built into the plan.

What you need	How the session changes
Website banners & page imagery	Plan wide compositions with room for headlines and buttons. Capture separate options for mobile layouts when a single crop will not work.
Social media & ongoing content	Organize several distinct scenes or content themes. Build vertical and square-friendly compositions, outfit variety, and useful details around the messages you plan to share.
Profiles, press & speaking materials	Prioritize clean portraits, suitable backgrounds, and room for alternate crops. Confirm publication specifications and deadlines in advance.
Team consistency	Use a repeatable background, light, and framing approach; schedule staff in blocks and note the setup for possible future updates.
Service explanations	Photograph an agreed sequence from preparation to interaction or outcome. Coordinate participants and repeat actions where needed for clear coverage.
Printed marketing or advertising	Confirm intended placement, dimensions, resolution needs, and image usage before quoting. Leave room for design elements and arrange any required specialist production.

Directed scenes or documentary coverage?

Directed scenes allow us to arrange people and repeat an action for useful framing and lighting. Documentary coverage follows activity as it happens, with less control over timing or backgrounds. We can agree on a blend that fits the business. A live event or extensive reportage assignment may need a separate scope.

One location or several?

One versatile setting can provide variety efficiently. Multiple locations add context, but travel and setup reduce shooting time. We'll prioritize essential images first.

Your Images & Delivery Options

Your quote confirms the edited image count and exports; alternate crops do not count as additional photographs. Your booking summary confirms timing and payment terms for access. My pricing guide can be found on my website, which you will receive a link for.

Download and back-up files promptly; discuss extended gallery access in advance.

Delivery options	What it is useful for
High-resolution finished files	Print materials and design work. Share the intended print size or designer specifications so suitable files can be confirmed.
Web-ready finished files	Website, email, profiles, and social media. Exports can be sized for the agreed use rather than sending only large original-resolution files.
Selected alternate crops	Square, vertical, or wide versions of agreed images when the composition supports them. Important formats are planned during shooting.
Organized online gallery	A download gallery for the final collection. Larger projects can be grouped by person, scene, service, or intended use when agreed.
Designer or marketing handoff	An agreed naming structure, export set, or folder organization to help your team find and use the images.
Scheduled or phased delivery	Priority images or separate batches may be arranged around a launch deadline. Timing and any additional charge are confirmed before booking.

Selection & editing

I select the strongest images within the agreed scope. A client proof-selection stage can be arranged before booking for portraits or campaign images. Proofs are for selection; finished files follow editing and the agreed payment steps.

Editing creates a polished, natural, consistent collection. Advanced retouching, object removal, composites, and background replacement are quoted separately. RAW files, test captures, rejected frames, and unedited images are not delivered.

From Inquiry to Finished Collection

1. INQUIRY: Tell me about the project

Schedule a consultation and complete the questionnaire on my website. Share what you do, who you want to reach, where the images will be used, and your preferred timing. Our consultation helps establish the priorities and decide whether this service fits your needs.

2. BOOKING & RETAINER: Confirm the scope & create a quote

We agree on people, locations, scenes, session time, finished images, delivery, and intended use. Your quote identifies the work and any optional costs. 50% of the total payment will be due at booking. Booking is completed through the agreement and required payment steps, which you'll receive an invoice email to complete.

3. CONSOLIDATE & FINALIZE: Identify key messages and must-have images for a final shot list

A branding questionnaire and planning conversation help identify your audience, tone, key messages, and must-have images. We turn those priorities into a practical shot list and schedule.

4. PREP: Preparing the people & setting

You'll receive preparation guidance for outfits, props, participants, and the location. We confirm access, permissions, timing, and anything that should be kept out of the photographs.

5. DAY OF SHOOT

I guide positioning and actions throughout the session. We work through the priority scenes, check the planned compositions, and use the remaining time for supporting images and variety.

6. DELIVERY: Edit, deliver & review

The agreed final images are selected, edited, and delivered through the arranged gallery. To receive access to the final delivery, the rest of the invoice must be paid, which will be done through an invoice email I send to you. After download, review the collection and send any concerns together so we can assess them against the booked scope.

Bring your designer into the conversation early.

If someone is building your website or managing your marketing, their page plan and image requirements can be valuable inputs. Confirm who can approve the shot list and who will receive the final files.

Preparation & Expanded Coverage

What to have ready

- Your website, existing brand materials, and a short description of your audience and services.
- A prioritized list of images, page layouts, and visual references. References guide the direction without promising an exact recreation.
- Clean, comfortable outfits that fit how you want to present yourself. Bring agreed changes pressed and ready.
- Relevant tools, products, materials, and props in good condition. Use items that actually belong in your working environment.
- A tidy, accessible location, a confirmed staff schedule, and permission to photograph there.
- Participants who have agreed to appear. Use staged information on screens and remove confidential client, customer, or employee material.

Options to discuss during planning

Expanded coverage	What needs to be confirmed
Additional people, scenes or locations	Extra session time, scheduling, lighting setups, travel, and the number of finished images.
Rented studio or specialty location	Availability, access, rental fees, permits, and whether the setting fits the planned work.
Hair, makeup or wardrobe support	Whether outside professionals are needed, who arranges them, and their separate costs.
Product or space coverage	Supporting products, tools, and workplace imagery can be included. Catalog photography or extensive interiors may require a separate assignment.
Advanced retouching or rush delivery	Specific images, editing requirements, timing, availability, and additional cost.
Short video or aerial imagery	These may be discussed as separately scoped options, subject to suitability and availability. They are not included in the photography service by default.

Preparation protects your session time.

Styling, cleaning, and operational arrangements should be complete before the session begins. Changes to participants, access, or requested coverage may require a revised plan or additional time.

Common Questions & Next Steps

Do I need a fully developed brand?

No. Start with a clear description of your work, audience, and intended use. Existing colors, a logo, or a website plan can guide the photographs. Brand strategy, logo design, copywriting, and website design are separate services.

What if I am uncomfortable in front of the camera?

You do not need modeling experience. I provide direction, and we can use simple working actions and familiar surroundings alongside portraits to create variety. By the day of the shoot, we'll have already selected posing in our shot list, so you won't have to worry about that on the day of. I will direct you according to our shot list. I find that if you treat the session like another business objective and instead like a shoot, it takes away some of the pressure on yourself.

Can I choose the images?

If you would like a proof-selection step, that can be agreed before booking. **Proofs are for choosing images, not for downloading or publishing.** Otherwise, I select the strongest finished images to meet the shot list and booked image count.

Can my marketing team use the photographs?

Yes. Your employees, designer, or outside marketing agency may use the finished photographs on your behalf to promote your business within the usage agreed at booking. No additional licensing fee applies simply because a separate entity manages your marketing. Use by another business for its own promotion, or use beyond the agreed scope, requires separate permission and may involve an additional licensing fee.

What determines the investment?

The scope taken altogether, which includes planning, session time, number of people and locations, complexity, number of wardrobe changes, finished image count, editing, travel, and outside production costs. The quote confirms the total before you book.

Will this guarantee more clients?

I cannot guarantee that you will receive more clients as a result of your session with me. Photography unquestionably supports your marketing by presenting your work clearly and consistently. Results also depend on your offer, audience, messaging, and distribution; a session cannot guarantee inquiries, engagement, client acquisition, or increased revenue.

Let's talk about what you are building.

Send a short description of your business, where you want to use the photographs, who needs to be included, and any deadline. If you have an existing website or launch plan, share it. From there, we can recommend a focused session or broader collection and confirm the scope together.

Schedule a consultation at donalddbarnes.com through the Contact page. A consultation is an opportunity to discuss the project before deciding to book.

DONALD M. BARNES PHOTOGRAPHY

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