

PROFESSIONAL PERSONAL BRANDING

Presented by Santie Korf.



Santie Korf
Creative Photography

Ever heard phrases like

- People buy from people
- Surround you with like-minded people
- Know your tribe
- First impression counts
- Be authentically you

WHAT IS PERSONAL BRANDING ?

“Branding is what people say about you when you’re not in the room.” — Jeff Bezos, Amazon
CEO

WELL DEFINED BRANDING ...

- Makes you stand out from your peers and competition
- Establishes trust and credibility
- Demonstrates your value through your actions
- Elevates your social proof
- Conveys your message and values
- Allows you to have more meaningful interactions with others



PERSONAL BRANDING PHOTOS - WHY IT'S IMPORTANT

- Photos amplify your personal and brand values
- Build trust
- Increase authenticity
- Let you be different and original
- Create affinity that goes beyond your brand name
- Share YOUR story



5 TYPES OF PERSONAL BRANDING PHOTOS

1. HEADSHOTS



2. BUSINESS/CORPORATE



3. BUSINESS INTERACTIVE



4. PERSONAL/LIFESTYLE



5. PROPS



PURPOSE OF PHOTOS – Marketing plan

- **Company branding – new, change of focus**
- **Campaign – how long**
- **Event**
- **Awareness**
- **Marketing platforms – Facebook, Twitter, Instagram, Telegram, LinkedIn**
- **Website**



PLANNING YOUR SHOOT

- Venue
- Time of day and timeline
- Wardrobe
- Makeup and hair
- Props
- Extra people
- Backups



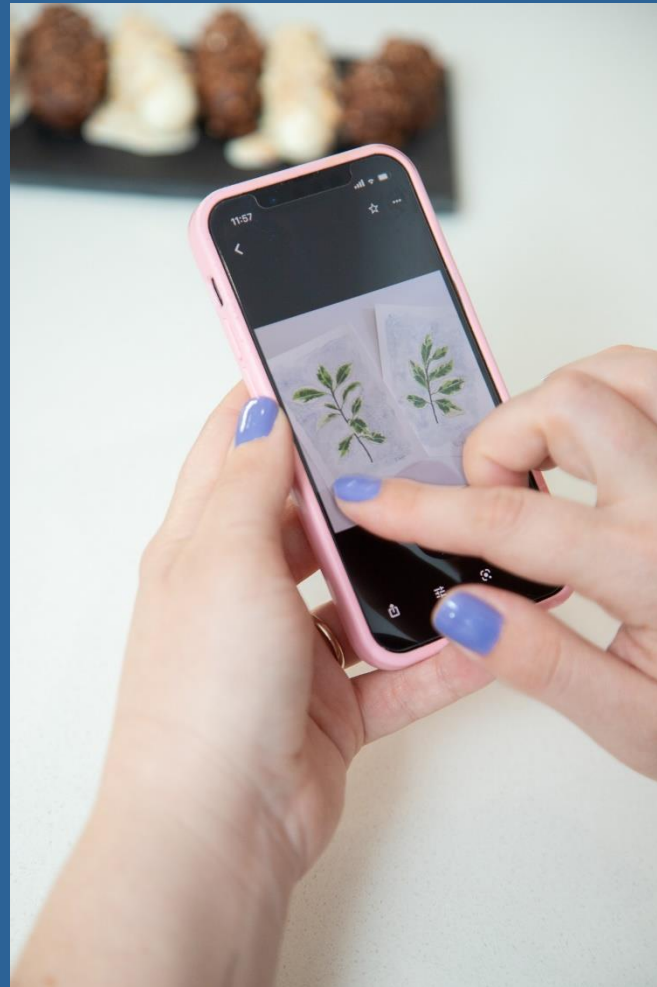
DAY OF SHOOT

- Get enough rest day/morning before
 - Be hydrated
 - Have running order, plan with photographer
 - Prepare wardrobe and props according to running order
 - Bring assistant to set up props and scenes
 - Allocate enough time
-
- Have fun!!



Cell phone Photography – Creating content

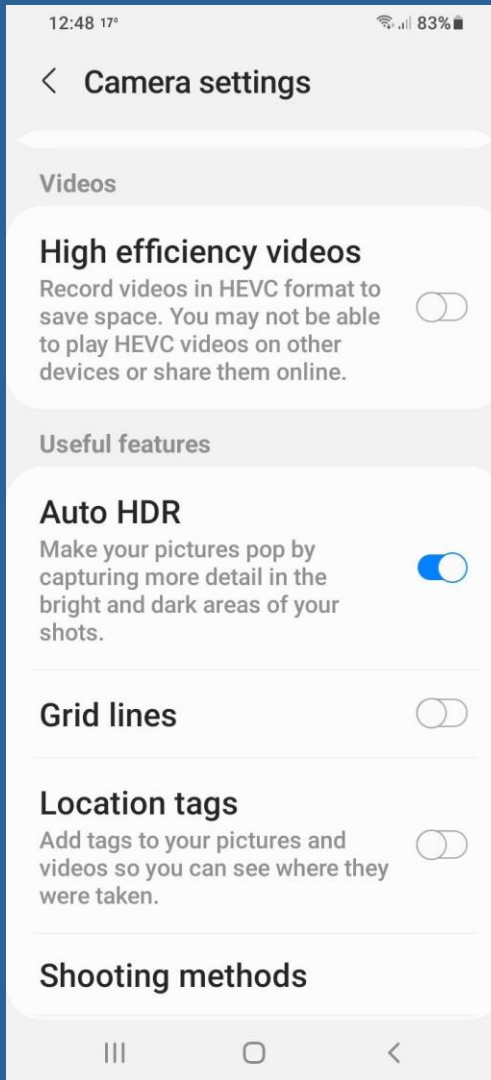
Tips and tricks



1. Change camera setting to highest quality

iPhone – High efficiency

Android - HDR



2. Ratios

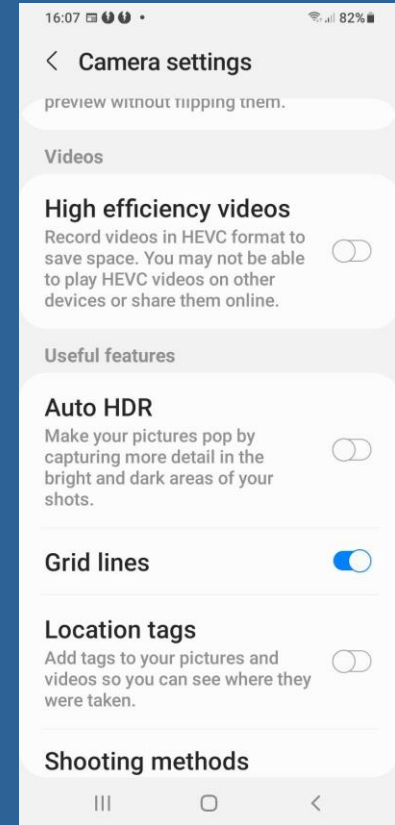
16:9 – FB, website

1:1 – Instagram, website

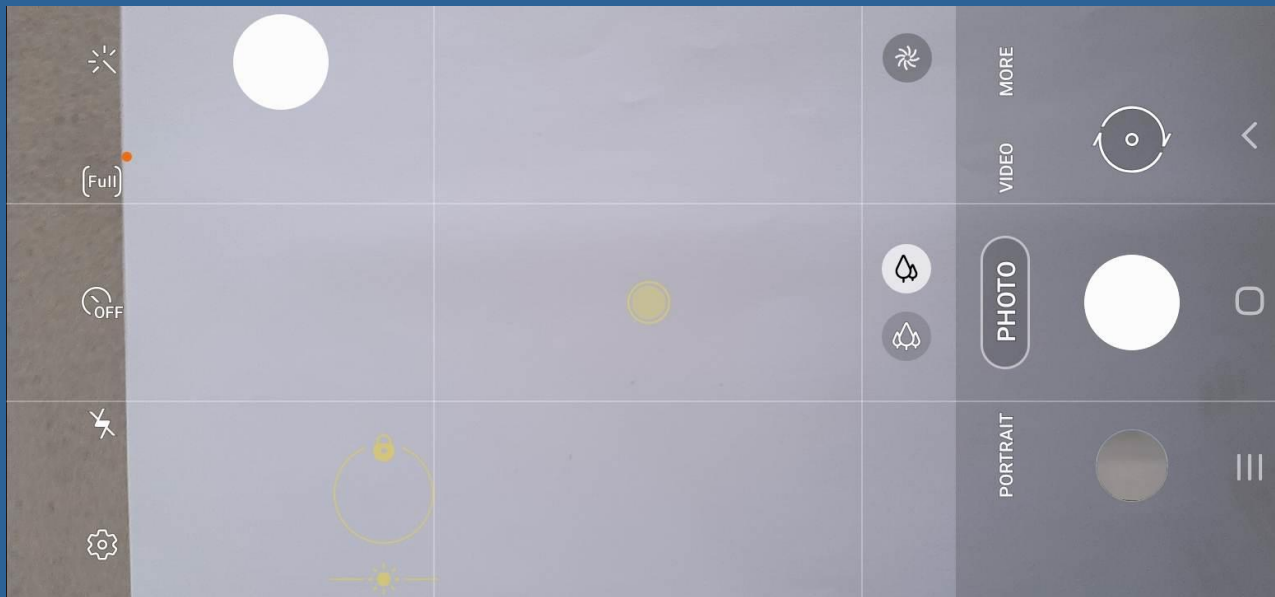
19:9 or 1:1 - Tiktok



3. Gridlines



4. Focus and floating shutter



5. Negative space



6. DON'T Zoom in



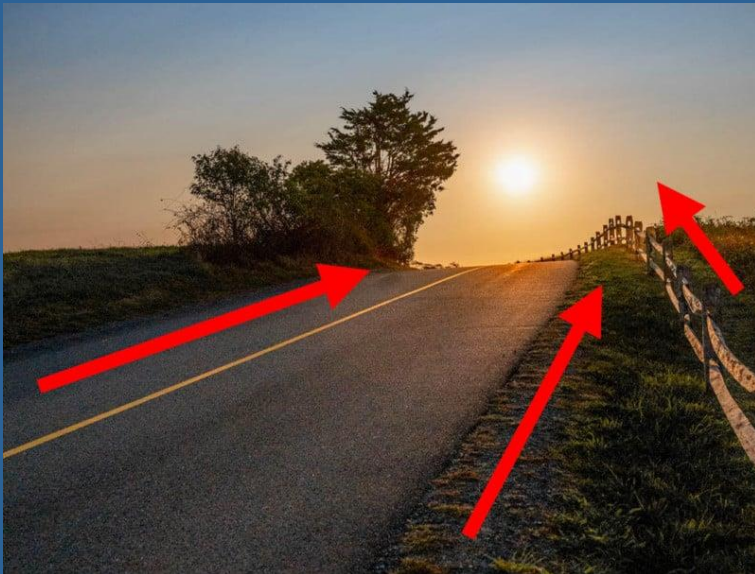
7. Natural light, no flash



8. Interesting/unconventional angles



9. Leading lines



10. Symmetry



11. Repetitive patterns



12. Keep it candid



13. Make them smile!



14. Cell phone tripod



15. Clean the lens



16. Editing



Any
Question



THANK YOU!

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