

27 Photos

YOU NEED IN YOUR PHOTO BANK



CREATIVE BUSINESS & INFLUENCER
EDITION

the super basics



#1: One headshot you love where you're looking directly into the camera. You'll use this for your website, #FridayIntroductions, and as the photo you supply for speaking engagements and podcast interviews.



#2: "It's a secret!" This "shh" image will be good for dripping out sneak peeks before a launch, pre-sales for email subscribers, and sharing "secret" pro tips.



#3: A surprised face shot is great for Facebook and Instagram ads, as well as announcing new products, sales, results of customer surveys, the results customers are getting from using your product or service... This image is very versatile!



#4: A quizzical look is another shot with many uses. Your 404 error page is a great spot for it! If your company experiences technical glitches that impact your customers, add this photo to an email blast letting everyone know you're on top of it. And if you say or release something which is confusing or misinterpreted, you'll probably use this one again!



#5: The "invisible thought bubble" look is a great way to get people to submit their opinion to something, or to get your followers to read your Instagram caption to find out what you are thinking.



*You only get a fraction of a second to capture your target market's attention on social media.
Don't lose your moment.*



FIRST ANNUAL
**COACHING
MASTERCLASS**
WITH INDUSTRY EXPERT TAISHA B



**PLANTS
FOR
BEGINNERS**
A VIRTUAL PARTY!



9 Photos
BEGINNER
Wedding
Photographers
OFTEN
Miss

backdrops & backgrounds

#6-8 - YOU WANT AT LEAST 3 OF THESE

These can be used as banners on your website, the backdrop for a business card, behind text on branded graphics, and so much more.

The Idea is to create something that will appeal to your specific customer more than plain black text on a plain white background.

For example, If you own a nautical brand, then water might be one of your backdrops; the wooden boards that make a boat dock might be another. If you own an Palm-Springs-lifestyle brand, then a blue sky and palm trees might be one of your backdrops, and a row of colorful buildings might be another.

mockups

GIVE YOURSELF A (PARTIALLY) BLANK CANVAS

Start with a blank backdrop, like your mobile or tablet screen...



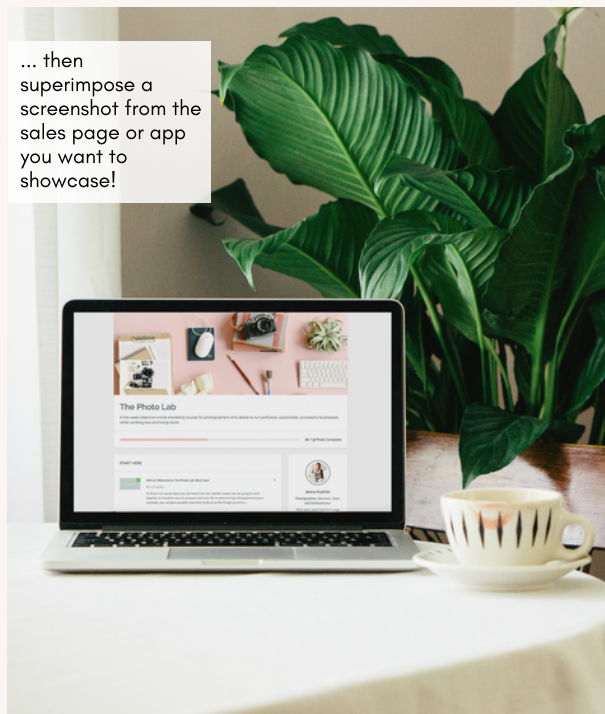
You can get generic mockups on a site like Unsplash for free... but why do that if hundreds of other brands are using the same images? Create your own mockups with a subscription brand photographer so that when you want to share a digital product for the first time, your sales materials POP.

#9: An mobile phone or tablet mockup. These can be used to show ease-of-access on the go if you're teaching virtually, releasing an app, or just demonstrating a client call or live stream.

#10: A desktop or laptop mockup. These are great for website launches/updates, to show off the student dashboard of a new online course, to promote video content, and more.

#11: A sign or marquee mockup. This can be as simple as your hands holding out a blank poster board that you can add text to later In Canva or Photoshop; or It can be more elaborate, like an actual marquee or signboard. Just make sure you have a font that works with the mockup!

... then superimpose a screenshot from the sales page or app you want to showcase!



the "first 10%"



If your business is in essential oils, your "first 10%" might be the starter oils you recommend and the most common uses for each. Capturing the oils and their uses photographically can help you when writing PDFs, your indoctrination email series, and social media plan.



If you're a food blogger, an example of your "first 10%" might be ingredient substitutions, proper measurement techniques, or the tools and brands you use most often in your kitchen.



If you're a fitness coach, an example of your "first 10%" might be proper weight lifting postures, the movements you personally use on a daily basis, or affordable and easy-to-use workout equipment you refer to often in your trainings.

#12-16 - YOUR FOUNDATIONAL ITEMS OR PRINCIPLES

Most savvy online entrepreneurs offer a free "first 10%" - a taste test in the form of education or resources, meant to demonstrate what it will be like to buy an actual product or service from the company. Since this is what you will use to draw in new customers consistently over time, it's vital to have at least 5 images you can rotate through, or split-test, to keep introducing new people to your brand and the benefits you provide.



banner images

#17: If you are the face of your brand, a wide-angle lifestyle shot with plenty of room for text on one side is an essential photo for your bank. You can use this on your homepage to pair your brand name and slogan with your face, or as the background of your business card to hand out at networking events and conferences.

#18-19: You want at least two images you love that span from edge to edge of the camera frame, demonstrating the use of one of your top-selling products or services. These can be used as the background for an opt-in page, lead off slide presentations, appear on the covers of printed sales materials and more. Should be the right brand mood!



Notice how the above image is fairly neutral, so overlaying an email opt-in box or a graphic with text won't hide anything important or detract from the effect of the image. You want a few images like these that tell a story while your written message or other content will do the actual talking.

lifestyle "headshots"



#20-22 - YOU WANT 3-5 OF THESE YOU LOVE



These should be portrait-oriented (tall) images, or images that crop easily to a square. Unlike your more formal headshots, these should specifically showcase your personality and brand values. Lifestyle "headshots" will appeal to your target market fast, and are therefore great for social profile photos, bio thumbnails at the end of blog posts and guest articles, and even your email signature. If you choose to use a photo there. Try to hint to your industry with the props you use in these photos!



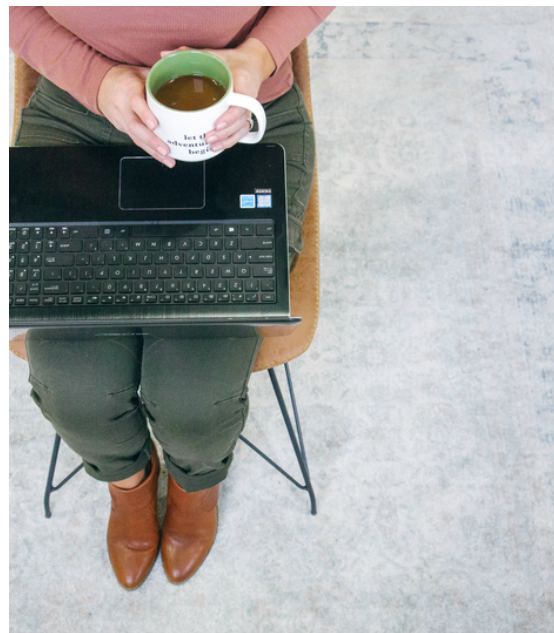
negative space images

FOR PINTEREST GRAPHICS, INSTA-STORIES, & MORE



#23: So much of the work we do, we do with our hands. So much of the celebrating we do, we do with our hands. Get at least one photo in your photo bank of your hands - typing, tapping, clicking, crocheting, throwing a rock-on sign, tossing confetti... Whatever is right for your brand and likely to be multi-functional. Try to get this on a neutral backdrop so you can add text to negative space above or below your hands.

#24-25: Most of the images we see online are without motion; they are flat-lays of objects, or depict people sitting still. Thus photos with motion in them tend to get more engagement, whether this is a person leaping through the air, tossing an object, tossing their hair over their shoulder, or high-fiving a friend. Pick two motions that make sense for your future Pinterest campaigns or Instagram ads, and photograph them with negative space for text. Remember to orient your images (tall or wide) for the context they will be used (Facebook ads are wide; Insta-stories ads aren't!).





community

#26-27: Take a few photos in local businesses you support, or using products from businesses you're like to collaborate with or do affiliate partnerships with many times in your career. This will reinforce the authenticity that you actually use products you promote, as well as tell the people who are local to your area that you're part of the community!

LOOKING FOR INSPIRATION?

Continue reading to see how other creative businesses, influencers, and thought leaders are leveraging these photos in their own businesses! Then start snapping! Join the Instagram photo challenge by using hashtag #27photoschallenge!



The following links are examples of the photos on this list in action! Use the "Save" feature on Instagram or pin these images on Pinterest to refer to them later.

Eye contact headshots

[Joy Bethany](#)
[Promise Tangeman](#)
[Jenn Bakos \(scroll to view\)](#)
[Marie Forleo](#)

Surprised Face

[Hilary Rushford](#)
[Hilary Rushford 2 \(see #1 in article\)](#)

Invisible thought bubble

[Hilary Duff](#)
[BriannaWik](#)
[Marie Forleo \(see #4 in article\)](#)

Mockups & Marquee Signs

[Delight and Be](#)
[Anchor Design Co](#)
[Anchor Design Co 2](#)

First 10%

[Holistically Inspired](#)
[GoLiveHQ](#)
[Jessie Artigue](#)
[Marie Forleo](#)
[Oui Fresh](#)

Banner Images

[Hilary Rushford](#)
[Hilary Rushford 2](#)
[GoLiveHQ](#)
[Houseplant Journal/Darryl Cheng](#)
[Anchor Design Co](#)

Brand-Specific Images for Opt-In Pages & Background Use

[Hilary Rushford](#)
[Maryann Gibbons](#)
[New Darlings](#)
[Carmen PRP](#)

Lifestyle headshots

[Hilary Rushford](#)
[Elsie Larson](#)
[Promise Tangeman](#)
[Jenna Kutcher](#)
[New Darlings](#)
[Audrey Rivet](#)
[Jessie Artigue](#)

Hands

[WhinifferFeliz](#)
[Promise Tangeman](#)

Motion with room for text

[Hilary Rushford](#)
[Hilary Rushford 2](#)
[GoLiveHQ](#)

Community & Collaborations

[Jaci Marie Smith](#)
[The Hormone Dietician](#)
[Maddy Corbin](#)