

WELCOME TO PORTRAIT BOSS BRAND QUESTIONNAIRE

1

GET CLEAR ABOUT YOUR
BUSINESS AND YOUR BRAND

2

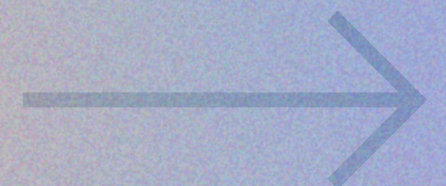
BUILD A LIBRARY OF IMAGES
THAT ALLOW YOU TO SHOW UP
CONSISTENTLY, CONFIDENTLY
AND WITH CLARITY

3

LEARN WHERE AND HOW YOUR
LIBRARY OF IMAGES CAN BE USED
TO GROW YOUR COMMUNITY AND
YOUR REVENUE



PORTRAIT
ENHANCING IMPACT
INNOVATION &
INFLUENCE
BOSS
& CO



RESONATE WITH YOUR CUSTOMERS: SHOW THEM WHO YOU ARE

When you have consistent brand photography, supporting your website and social media content, you'll spend less time coming up with new ways to present yourself and more time consistently delivering high-quality content, products, and experiences that meet your customer's needs.

Consistency also helps build trust with your audience. Your images become part of your identity and this identity helps to share your brand values and goals.

WHY THIS QUESTIONNAIRE IS IMPORTANT

Visualising your brand story is integral to brand familiarity. Showing your audience and community the inner workings of your brand, helps your audience better understand WHAT you do, WHY you do it and HOW you do it.

Your customers and clients will feel a connection to you and your brand, simply through seeing and learning how your services can meet their needs. When customers feel connected to a business, loyalty grows.

PAYOFFS: WHAT BRAND PHOTOGRAPHY WILL DO FOR YOU

BUILDS CREDIBILITY

PUTS A FACE TO YOUR BUSINESS

CONNECTS YOU WITH YOUR CUSTOMERS

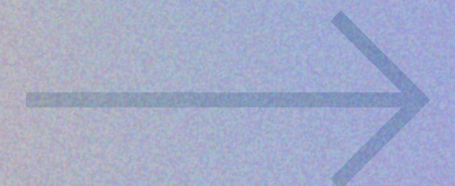
SETS YOU APART FROM YOUR COMPETITION

CREATES BRAND CONSISTENCY

SPEAKS TO YOUR BRAND MESSAGE AND VALUES

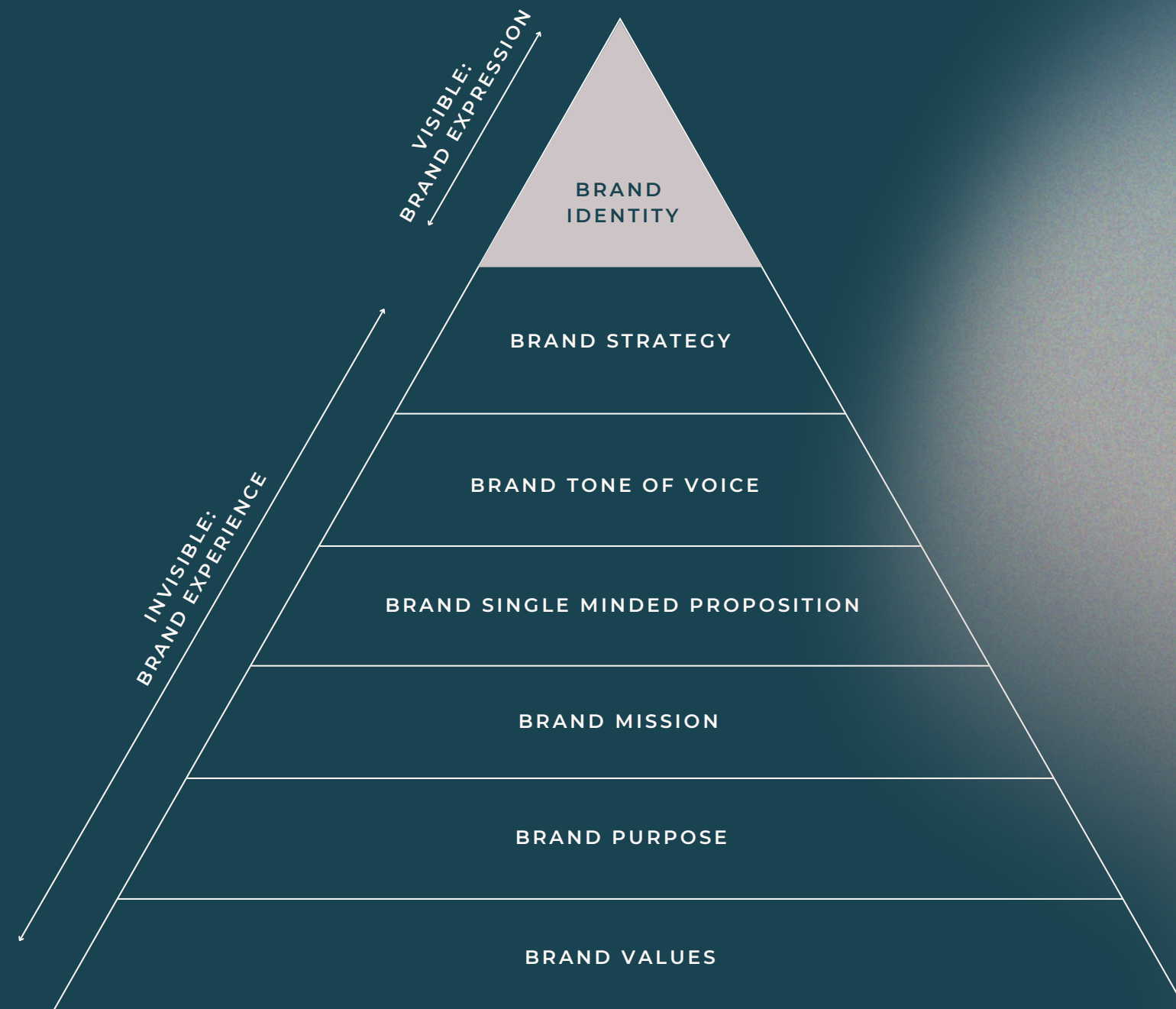
BUILDS CONFIDENCE IN YOU AND YOUR BRAND

PORTRAIT
ENHANCING IMPACT
INNOVATION &
INFLUENCE
BOSS
& CO



THE VEILED STRATA OF BRANDING

WHEN WE EXPLORE AND UNVEIL THE HIDDEN LAYERS WITHIN BRANDING, WE DEVELOP A DEEPER UNDERSTANDING AND STRONGER CONNECTION WITH OUR AUDIENCE



“Taking your brand to new heights, enhancing impact, influence, and income”

Portrait Boss

GETTING CLEAR ABOUT YOU AND YOUR BUSINESS

Showing your clients who you are and what you do is paramount to this process. Through the library of images we create, your clients will see where you give your time, energy and even charity.

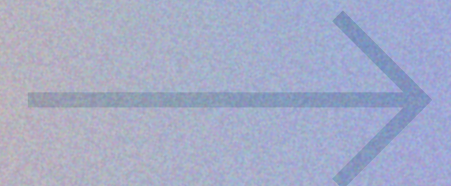
WHAT IS YOUR BRAND PURPOSE? IN OTHER WORDS, WHAT PROBLEM ARE YOU TRYING TO SOLVE FOR YOUR CLIENT?

WHAT IS YOUR SINGLE MINDED PROPOSITION? IN OTHER WORDS, WHAT DO YOU DO DIFFERENTLY OR BETTER THAN ANY OTHER BRAND IN YOUR CATEGORY?

WHY DO YOU DO IT? WHAT VALUES ARE IMPORTANT TO YOU AND DEFINE THE CORE CULTURE OF YOUR BUSINESS?

WHAT IS YOUR VISION FOR YOUR BRAND? WHERE DO YOU WANT TO BE IN 5 YEARS?

PORTRAIT
ENHANCING IMPACT
INNOVATION &
INFLUENCE
BOSS
& CO



GETTING CLEAR ABOUT YOU AND YOUR BUSINESS

A brand's tone of voice refers to the consistent and distinctive style, manner, and personality used in all communications and interactions with its audience. It is a reflection of the brand's values, personality, and overall identity.

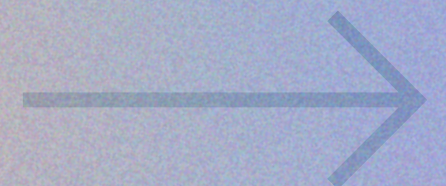
WHAT'S THE TONE OF VOICE YOU WANT THE IMAGES TO CONVEY? IN OTHER WORDS, WHAT DOES THE FUTURE, MORE SUCCESSFUL YOU LOOK LIKE? APPROACHABLE, SOPHISTICATED, EDGY, PROFESSIONAL, FUN?

WHO ARE YOU SPEAKING TO? WHAT DEMOGRAPHIC ARE YOU TRYING TO REACH?

WHO IS YOUR COMPETITION? WHAT OTHER BRANDS WITHIN YOUR CATEGORY ARE YOUR POTENTIAL CLIENTS DRAWN TO AND WHY?

DESCRIBE YOUR BRAND IN A SINGLE SENTANCE.

PORTRAIT
ENHANCING IMPACT
INNOVATION &
INFLUENCE
BOSS
& CO



WHERE TO USE YOUR BRAND PHOTOGRAPHY

Social Media

Share and Inspire

LINKEDIN
FACEBOOK BUSINESS
PROFILE
FACEBOOK COVER PAGE
TWITTER
INSTAGRAM
YOUTUBE

Website

Connect and inform

ABOUT US PAGE
CONTACT PAGE
EMAIL NEWSLETTER SIGNUP
PAGE
EMAIL NEWSLETTERS
BLOG
BEHIND THE SCENES
SEASONAL BLOG POSTS

Print

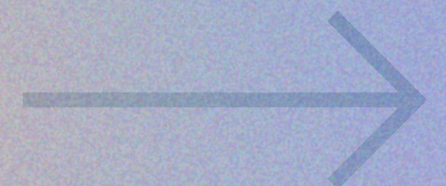
Capture and Create

BROCHURES
SEASONAL ADS
PROMOTIONS
ADVERTISEMENTS
BUSINESS CARDS
MAGAZINE FEATURES
MAGAZINE ARTICLES
MAGAZINE
ADVERTISEMENTS ARTICLE
CONTRIBUTOR

“I've created a directory
of contexts that I'd like
you to consider.
All of this will be
discussed in more detail
during your brand
consultation.”

Portrait Boss

Taking Your Brand to New Heights:
Enhancing Impact, Influence, and Income



Social Media

- LINKEDIN
- FACEBOOK BUISNESS PROFILE
- FACEBOOK COVER PAGE
- TWITTER
- INSTAGRAM
- YOUTUBE

Website

- ABOUT US PAGE
- CONTACT PAGE
- EMAIL NEWSLETTER SIGNUP PAGE
- EMAIL NEWSLETTERS
- BLOG TOPICS
- BEHIND THE SCENES
- SEASONAL BLOG POSTS

Other

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Online

- GOOGLE ADS
- FACEBOOK ADS
- EMAIL SIGNITURE
- ONLINE GIVEAWAYS
- LAUNCH AN E-COURSE/ONLINE PROGRAM
- CREATE DOWNLOADABLE RESOURCES/PDF's
- PODCAST

Offline

- EXHIBITS
- WRITE A BOOK
- NEW SIGNAGE
- HOSTING AN EVENT

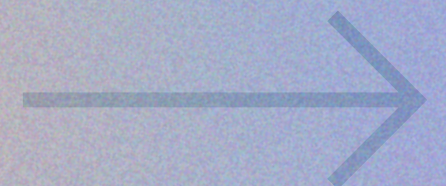
Print

- BROCHURES
- SEASONAL ADS
- PROMOTIONS
- ADVERTSIEMENTS
- BUSINESS CARDS
- MAGAZINE FEATURES
- MAGAZINE ARTICLES
- MAGAZINE ADVERTISEMENTS
- ARTICLE CONTRIBUTOR

THE PURPOSE OF THIS EXERCISE IS TO ENSURE THAT ALL THE IMAGES WE TAKE ARE USEFUL!

In this section you'll highlight all of the things you're going to accomplish and let people know about in 2024.

CHECK OFF ANY OF THE FOLLOWING THAT YOU'D LOVE TO ACCOMPLISH OVER THE NEXT 18 MONTHS



SHOT LIST

In the first two sections you'll have outlined how you want to be seen and where you'll need images for your marketing.

The final section requires you to narrow your vision into achievable goals.

Consider all the goals you ticked in Section 2, these may include creating regular blogposts, starting a podcast or completing a comprehensive website.

**These goals can be broken down even further:
blogpost titles, podcast topics, website menus and pages.**

All of this information enables me to create a cohesive story, one that represents you and your brand.

HERE'S AN EXAMPLE:

GOAL: Write Blog Posts
DETAILS: Blog topic #1 - 20 Instagram Story ideas to help you grow your brand
 Blog topic #2 - How to write content that people want to read
 Blog topic #3 - January key dates for your content calendar

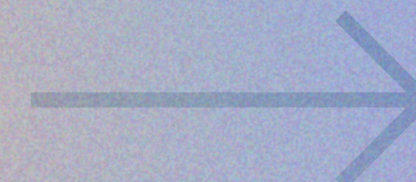
GOAL: Build Website
DETAILS: Homepage - Professional standing image, neutral background
 About Page - Friendly, open and approachable image in a casual environment
 Contact Form - Active image, typing on a laptop

Don't worry if you don't know how these photographs should look and feel, this is my job!

Simply outline the DETAILS of your GOAL and I'll do the rest.



PORTRAIT
 ENHANCING IMPACT
 INNOVATION &
 INFLUENCE
BOSS
& CO



SHOT LIST

GOAL:

DETAILS:

GOAL:

DETAILS:

GOAL:

DETAILS:

GOAL:

DETAILS:

GOAL:

DETAILS:

GOAL:

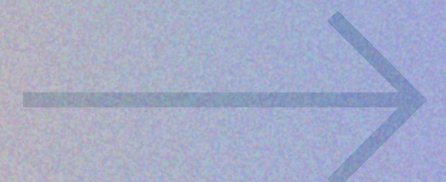
DETAILS:

THIS SHOT LIST GIVES ME EVERYTHING I NEED TO PRECISELY COMMUNICATE THE SPECIFIC DETAILS OF YOUR GOALS.

Once I have a deeper understanding of the subtleties of each goal, I can create results that are nuanced and customised, providing a compelling perspective that aligns seamlessly with the core values of your brand.

“Most importantly, you'll have all the photographs you need to roll out your social media content calendar, a comprehensive website and any printed marketing in 2024!”

Portrait Boss





THANK YOU

I'm Caroline, founder of Portrait Boss, photographer, creative director and educator. With over 22 years of industry experience, I've worked with global SME', entrepreneurs and senior executives, helping them to breathe life into their brands.

I provide strategic brand consulting and creative direction that allows my clients to show up consistently, confidently and with clarity, positioning them as innovators and thought leaders in their field.

I drill down into the WHY of each brand so I can create a library of images that enable my clients to SHOW their audience WHO they are, WHAT they do and HOW they do it.

I collaborate with talented strategists, brand and product photographers, videographers and stylists. Our shared purpose is to empower individuals and businesses, revealing the beauty, value, and potential within, while curating authentic visual narratives.

Looking forward to working with you



PORTRAIT
 ENHANCING IMPACT
 INNOVATION &
 INFLUENCE
 BOSS
 & CO

 +353 86 0767067

 caroline@portraitboss.com

 portraitboss.com

 @portrait.boss

Portrait Boss LTD
 Registration nr: 747620

35 St Columbas Rd Upr,
 Drumcondra,
 Dublin 9, D09 E8E2