

THE YOUNG PHOTOPRENEUR'S HANDBOOK



A GUIDE TO ESTABLISHING YOUR PHOTOGRAPHY BUSINESS

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C A N D A C E “ C H E R I A M O U R ” C L A R K

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## Chapter 3 - Branding Yourself

Your brand is what makes you stand out from the rest of the freelance photographers. It is something that shows your personality and your style and makes you stand out in the crowd. Since your brand will be used in many ways throughout the life of your business, you want to make sure that you give it the attention it deserves. This chapter will help you make sure that your brand will portray the image that you want to your customers.

### Brand Myself? But I'm A Freelancer

Every business needs a brand, so that people can easily recognize who you are and what you do without much effort. Your brand will help in distinguishing your company from others that may be similar. Your brand could be the deciding factor of a prospect doing business with you or your competition.

As freelance photographers, the product is the brand. The product is the company and the company is you. You need to make it as easy as possible to help your clients tell the difference between your services and your competitors. What will make you stand out from other photographer's bidding for the same job?

Creating an entire personal business identity is part of branding your business. As a start, it should be a cohesive platform including your business name, logo, and website that illustrates your best work.

This chapter is especially important because your brand will represent you when you're not there to speak for yourself. When meeting new clients face to face you have the opportunity to win them over with your personality and professionalism. However, you will also be meeting new clients when they come to your site from all over the web, or through an e-mail or referral. By creating a killer brand for yourself you will still have the opportunity to "Wow" your clients even if they don't meet you in person.

If you haven't created a brand for yourself, I'd suggest looking at companies you're familiar with and study their brand. You'll start to be able to dissect how a company prepares the type of message they want to portray to the public. Then you can do the same for yourself.