



STEP 3: SCHEDULE A PHOTO SHOOT

Now that you have created the branding workbook I'm sure your creative juices are flowing!

Next step is to schedule a photo shoot.

If you are not very excited about this step (*trust me, this step held me back for years*) we need to work on a mindset shift.

>>You are worthy of this attention.

>>You have a message that needs to be shared with your community, they need your help!

Simple photos of you and your office will help get their attention and most importantly, set you apart.

Worried about what others will think about you? I know I was.

The fact is if you show up, unapologetically, for something you truly believe in, that confidence will inspire your audience. That audience ... that's your community!

No one is going to look at the photos of you on your website and think negatively, and if they do, guess what- they're not the types of patients you want in your office anyways.

Now that the excuses are out of your head and you are ready to start showing up unapologetically let's get to work!!

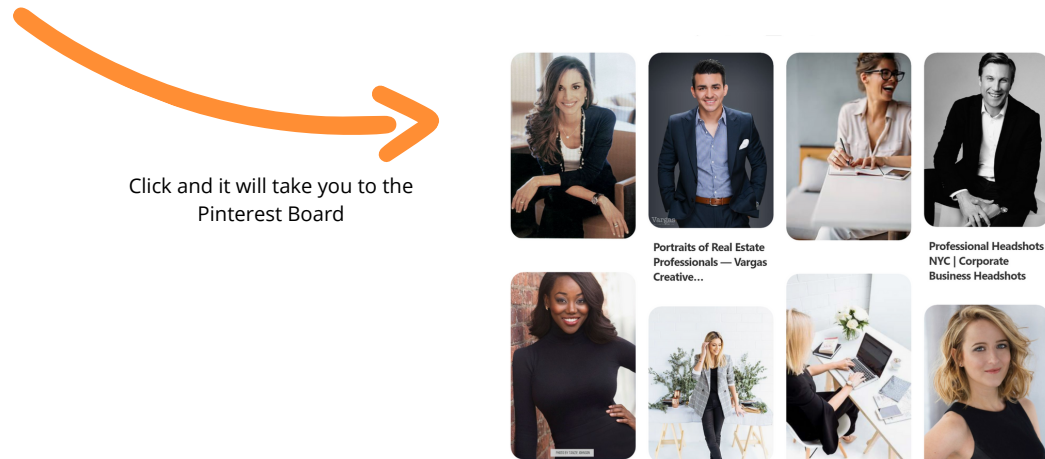
Our profession and your community... they all need YOU! Planning a photo shoot can begin weeks, sometimes months in advance.

So let's get planning!

KNOW WHAT YOU WANT! LET'S RESEARCH...

You need to start pulling inspiration from somewhere. An easy place to start is Pinterest. Before my first photo shoot I started a Pinterest board which you can find [here](#).

This board showcases professional photoshoots that you would use on your website.



AUDIOLOGICAL PROFESSIONAL POSES

Taking an ear mold impression
Real Ear Software
Tympanogram
VNG Testing
Patient Checking In
Patient In Waiting Room

Write Down Other Ideas Here



Another place to find inspiration is in a magazine. When you are flipping through the pictures take notice of different poses that you like. Before you start posting anything and everything I want you to take a look back at the workbooks that you filled out. On the page *Your Vision, Your Passion* take a look at your answers.

When you are looking at photos for inspiration keep those ideas in mind.

Tip: Store all of these photos on a Pinterest Board or Google Doc. This will allow you to share them with your photographer when the time is right.

ADDITIONAL QUESTIONS

What do you want your brand to be conceived as?

The smart choice, the luxury choice, the friendly laid back neighbor?

What does it look like?

How are you dressed?

When browsing for inspiration start to notice:

Jewelry

Location

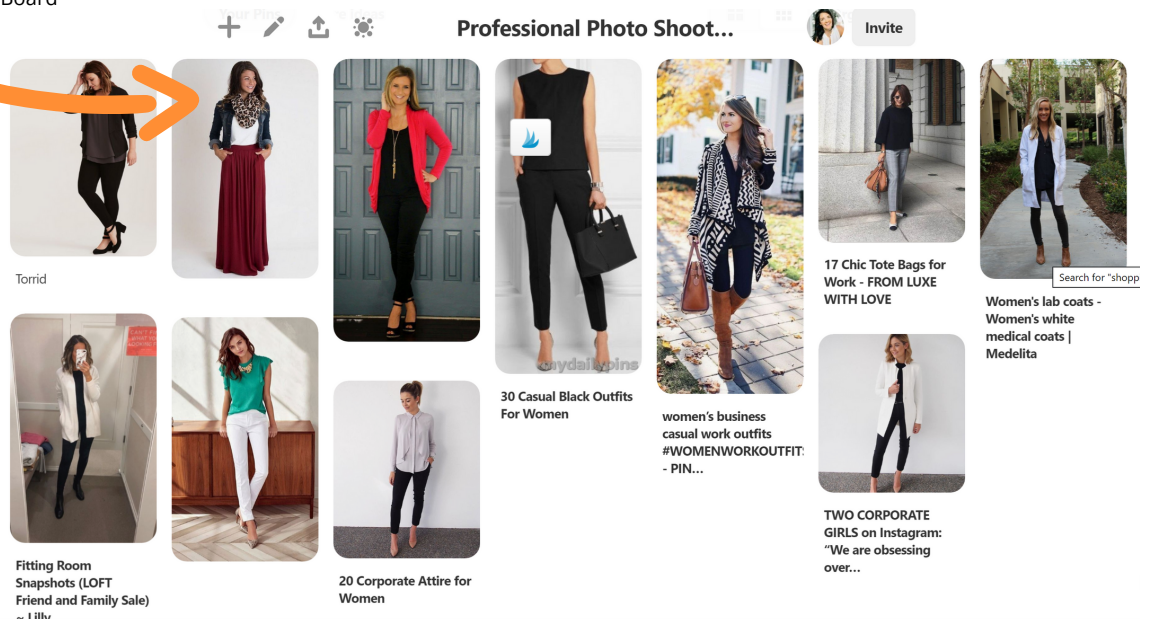
Outfit

Natural poses

Patient and professional photo staging

This board showcases different professional outfits to consider.

Click and it will take you to the
Pinterest Board

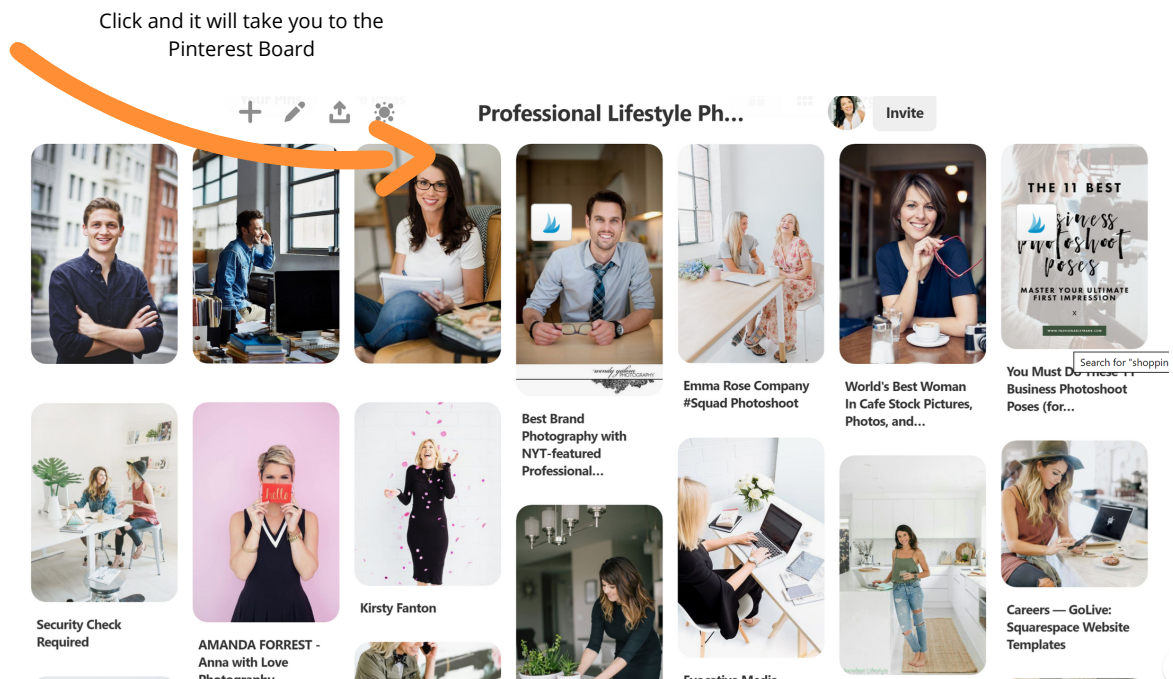


DEVELOPING A PERSONAL BRAND?

If you are interested in posting more information about yourself and developing a personal brand think about also asking for a personal lifestyle shoot. These photos are usually taken around town or in the comfort of your own home. Depending on the style of the photos they can sometimes be used in the "About Me" section of your website or on Instagram/ Facebook.

Think of places you might be able to go in your community to take photos. If you really want to get good, think of places your ideal patient frequently attends. The purpose of this type of photoshoot is to use them on social media. If it is in a public location or small business you can also tag the location [bonus points].

Here are some examples of lifestyle photos....click on the board to see it in Pinterest



If you are second guessing any of this and thinking "she's officially fallen off her rocker...." Check these accounts out!

Dentists and audiologists are currently developing their own personal brands online and they're killing it! Follow them by looking up their handle and gain inspiration from them as well!

@ckdentalboutique
@doctordiaries
@doctor.ashley
@youcicanhearnow

@listenwithlindsay
@sugarfixdentalloft
@walkerdentalks

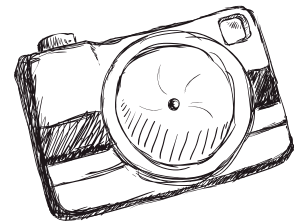
FINDING A PHOTOGRAPHER...

Take a minute to research a few local private practices in your area on social media. For example, dental offices, floral shops, or downtown niche stores.

>> How are they showing up online? If you like what you see just ask them who their photographer is or ask for recommendations.

>>Search By Hashtags on Instagram:

Get on instagram and search #(yourcity)photographers.
(i.e. I searched #oshkoshphotographers.)



This allows you to view all of the photographers in your area, on Instagram, side by side- locating the work you like really fast.

Take their name and information down and to keep on hand and add their work to your inspiration collection too.

If you're finding that professional photos is not in the budget after getting some quotes seriously consider taking the photos yourself!



Here are a few of the photos that I took with an iphone stand and a timer. You can also ask for help from a family member or friend. This is a great place to start if you are especially nervous. However, just keep in mind that you may get what you pay for so do not be discouraged if the photos do not end up representing your personality or brand the way you envisioned.

If you want to know exactly what I used see the last page of this PDF. I would recommend going this route if you wish to develop a personal brand and want to save money by shooting photos of yourself every quarter.

TIP: Put the word out on Facebook that you are looking for a budding photographer that are in college or just getting started. These new photographers are always looking for someone to help them grow their portfolio- at a discounted rate.

CHOOSING A LOCATION

Personally, I only have about one or two locations in my house suitable for a laid back professional photo. I'm going to be honest I don't really want my patients seeing me working at the desk I got when I was in highschool. It's not that I'm ashamed of it- it's a nice sturdy desk! However, this look is not aligned with my brand. I am trying to attract the type of patient who wants to work with someone who is modern, yet has experience.

So, if I have to rent a space or style my environment to represent that, then I'm all in! Make sure to consider natural light when possible. If you hire a photographer they will make sure to keep this in mind. However, if you are doing this more by yourself keep the lighting in mind and always try to face yourself toward a window. You might have to get a little creative and rearrange!

If you decide to go off-site for a couple of photos (highly recommended!)... consider renting a location on PeerSpace.com by the hour. If you haven't checked out Peer Space do it now! It's mind blowing! Visual media is in such a demand that people are purchasing units and renting them out by the hour for you to take photos in. Some even come with photographers included. I have not personally done Peer Space yet only because there are none in my location yet! However, I may utilize a rented space while I'm traveling for a convention!

If you don't have a PeerSpace near you Google "places for a photoshoot near me" or ask your local photographer.

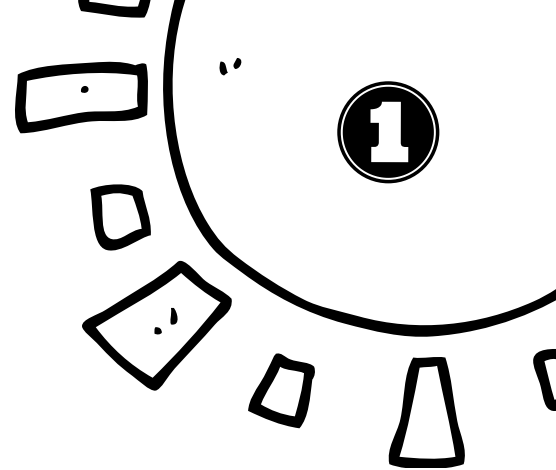
TIP

When it comes to scheduling a photo shoot sometimes it's helpful to know what to ask for. I have some copy already written for you! Check out the course to download the copy. Then you will be able to copy and paste the info into an email. :)

Log in > Dashboard > Blueprint > Foundations > The Re.Brand Plan

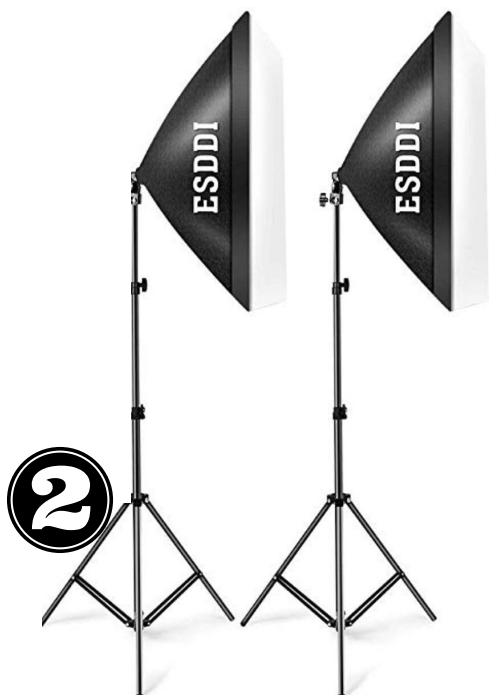
DO IT YOURSELF

OFFICE PHOTOGRAPHY



1. Sunlight is always best!

2. Not every office is equipped with windows, these will brighten up any room. Purchased on Amazon.



3. Declutter and stage the area.



4. Clicker (CamKix Camera Shutter remote Control With Bluetooth Wireless Technology- Amazon & Cellphone tripod- several on Amazon.



5. Adobe Lightroom is an app on your phone that you can use to edit the photos.

