



Level Up Your Brand

A WORKSHEET TO HELP YOU CREATE A
STRATEGY AND A PERSONAL BRAND

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Branding for Senior Photographers

Hey friend and fellow senior photographer!!

I am so grateful that you listened to the podcast episode all about Leveling Up Your Brand in 2021! By taking this step and downloading this free worksheet, you are starting 2021 on the right foot to making 2021 your best year yet in senior photography!

Branding is something that is so important in today's senior photography market because Gen Z wants to be able to connect on a deeper level to the person they hire for their senior photos. Gone are the days of choosing a photographer based on that photographer's pretty photos. We have to do more by not only taking pretty photos but by creating a complete brand strategy to share with our potential clients.

This worksheet is designed to help you dig deep and create a brand strategy that you can use to attract your ideal client.

I would love for you to share this in the Seniorologie Community so we can support you and help you! The Seniorologie Community is also a great place for you to ask questions if you get stuck.

Thank you so much for listening to the Seniorologie Podcast and I can't wait to see you level up your brand in 2021!

xoxo,

Leslie

Your Brand Strategy

Who are you?

Why do you do what you do? What is your purpose?

What is your promise or mission?

Who is your ideal client?

Who are you serving?

What problem can you solve for them?

What is your brand message?