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# Biggest Mistakes Women Business Owners Make When Hiring a Photographer



As an empowered woman business owner, you have earned a high level of trust with your followers. And getting professional photos to show that trust can **create even deeper connections with your audience** - not to mention getting in front of more people you love working with.

...but there's a problem.

Every time you post a photo to social media or update your website bio, you feel like it's **not getting your whole essence across**.

On top of that, it's frustrating when you feel like you've **wasted your time and money on awkward photoshoots** that don't capture your true energy.

The good news is that all of that can be avoided if you **understand a few common mistakes** when it comes to hiring a photographer.

If you've already built a business you're proud of and you want **a different way to express your growth, confidence and success**, new branding photos can be incredibly valuable in helping you craft a brand that people want to be a part of.

With that in mind, here are the **5 biggest mistakes** women business owners make when hiring a photographer:





## Mistake #1

Not Hiring Someone  
Who Knows How to  
Direct/Coach You.

A woman with dark hair, wearing a red ribbed dress and high heels, is walking on a paved surface. She is looking towards the camera with a slight smile. In the background, there are concrete pillars and a building with windows.

## "What Do I Do With My Hands?"

You've probably been at a photoshoot where you felt awkward and didn't know what to do with your hands.

And if the photographer doesn't do a good job of directing you, the photos end up **stiff, unnatural and don't capture your energy.**

A quality branding photographer understands how to direct and coach you, which means you will be guided through movement and conversations that not only get the perfect shots but also help **bring out the best version of yourself.**

Plus, this kind of connection results in a comfortable atmosphere which translates into even more relatable images that **show off your confidence and fun.**





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**Mistake #2**

**Not Having a Great  
Personality Fit With Your  
Photographer**

# PERSONALITY FIT

## 3 QUESTIONS TO EVALUATE A PHOTOGRAPHER

Your growth, passion, and success are not simply lucky calls. And you are not just another pretty face. You need a photographer who respects where you've been, sees where you're headed and who can **translate your highest self into pictures**. Here are 3 questions to ask about your photographer to see if there's a good fit:



### DO I LIKE THEIR ENERGY?

Energy is the underlying power behind creating images that capture your essence. You want someone who understands how to read your energy so they can create and capture authentic moments. You'll feel more comfortable during your photoshoot knowing the person behind the camera is **someone who "gets" you AND what drives your business.**

### HAVE THEY WORKED WITH OTHER POWERFUL WOMEN BEFORE?

You want a photographer who understands **the nuances of capturing powerful women** as their highest self. Otherwise, you risk small details getting missed that are essential to capturing who you are and what matters most to you.



### ARE THEY OPEN TO MY IDEAS AND FEEDBACK?

You want someone who can add their own creative flair and fresh ideas, but when a photographer **takes the time to get to know you**, your business and the values that drive it, you end up with shots that perfectly represent your brand's identity.





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**Mistake #3**

**Skipping One of the Brand  
Photography Essentials**

# Don't Skip The 3 Brand Photography Essentials



**Without** all 3 essentials, all your audience will see are generic photos that look like everyone else's.

**With** all 3 essentials, you'll be confident your photos will communicate your value.



# Don't Skip The 3 Brand Photography Essentials



## 01

### Authentic Personality

Building trust comes from being genuine and letting others see who you really are. Photographs that reflect who you really are and what you stand for will help **create an emotional connection** with your clients and allow them to connect with you on a deeper level.

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## 02

### Marketing Strategy

Knowing who you want to see your photos and taking the time to develop an effective marketing strategy means your photos represent what you stand for and will ultimately **attract more of the right people and less of the wrong ones**.

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## 03

### Artistic Flair

Artistic flair is the creative vision that the photographer uses during the photoshoot to **bring your brand images to life**. That way, your photos stand out from every other business owner in your industry and shows you as a true leader.



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**Mistake #4**

**Going With a Less  
Expensive Option.**





Hiring a less expensive photographer often means getting **photos that don't reflect your true value and energy.**

And the images of the brand you're working hard to build will **lack the spark and personality** to truly captivate your audience.

**You shouldn't have to worry** if your pictures are communicating your value to the people you want to work with.

Hiring someone for pictures doesn't have to break the bank, but they should be able to reflect the **quality and values** you've infused into your brand.







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**Mistake #5**

**Hiring Someone Who  
Doesn't Plan & Produce  
the Shoot for You.**



# Planning + Producing the Photo Shoot



A photoshoot can be stressful enough with all the moving parts of researching locations, finding the right wardrobe, getting the right lighting, etc.

You have a lot on your plate already and **you shouldn't have to worry** if the details of your photoshoot will work together.

Hiring a photographer who plans and produces the entire shoot for you makes it easier to **get better results while doing a lot less work.**







**Remember these mistakes the next time you think about hiring a photographer so you can be confident your final photos will communicate your value.**

**We would love to help you avoid these mistakes and grow your brand with photography that communicates your strength and essence!**

**Book A Discovery Call Today**