



# HOW TO MAKE AN IMPACT WITH YOUR IMAGES

[www.aislingmagill.com](http://www.aislingmagill.com)







# Featured in

(A few of the best known publications that my work has featured in)

 INDEPENDENT

theguardian

 DAILY  
**Mirror**

The Telegraph

 **THE  
Sun**

 THE TIMES

 FT FINANCIAL  
TIMES

The Observer

DAILY  EXPRESS

 DAILY  
**STAR**

Daily  Mail







# Your Business Brand = Professional reputations

- more than a headshot
- more than a set of lifestyle portraits
- more than a pretty image of your product or service

**It is the first impression of your business**





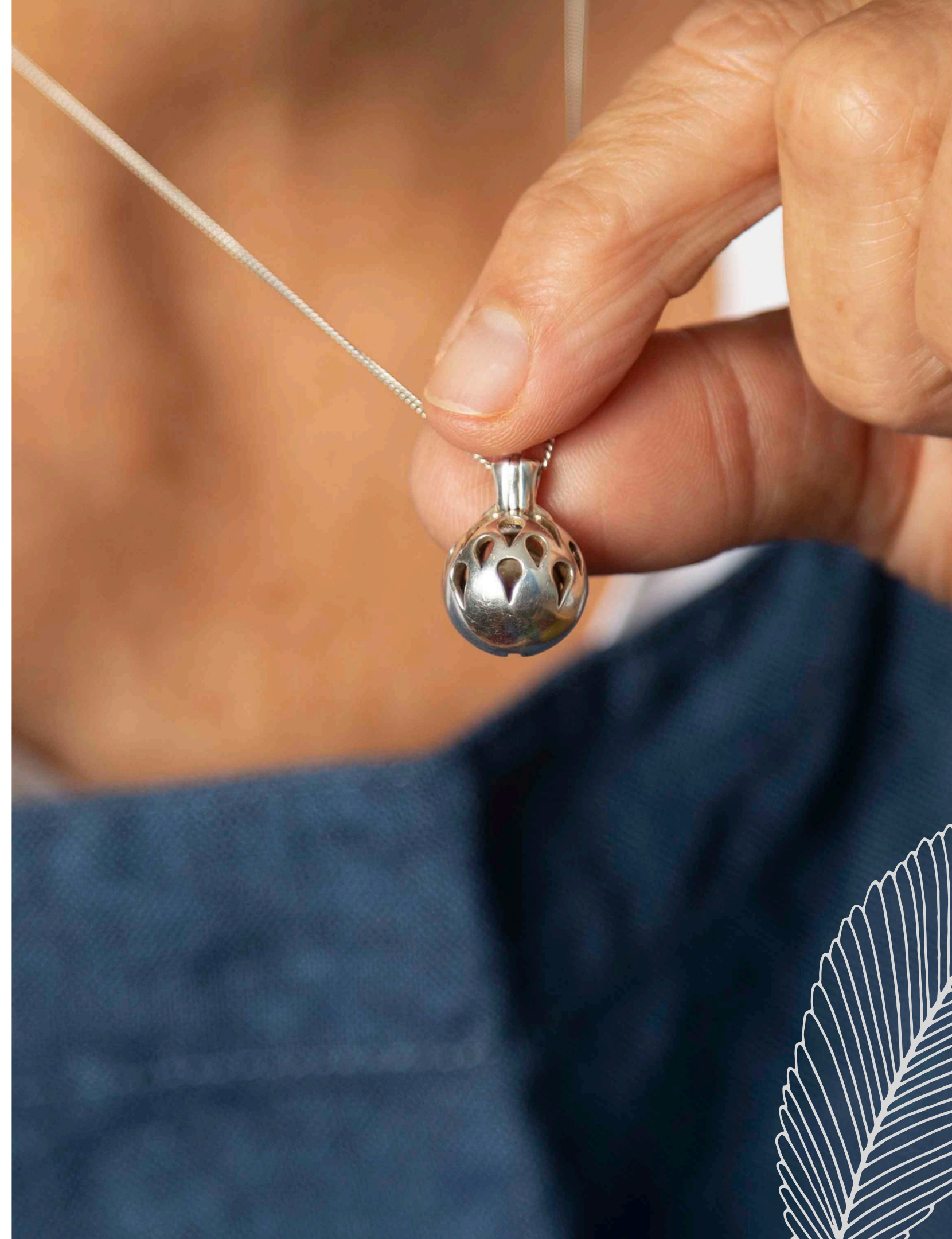
# Products

67%

of consumers say the quality of product photography is very important in selecting and purchasing a product

[www.mdgsolutions.com](http://www.mdgsolutions.com)

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# Visual learners

People only tend to remember 10% of information after 3 days. Adding a photo can improve recollection by 65%





# Around 1 billion people use Google Images daily.



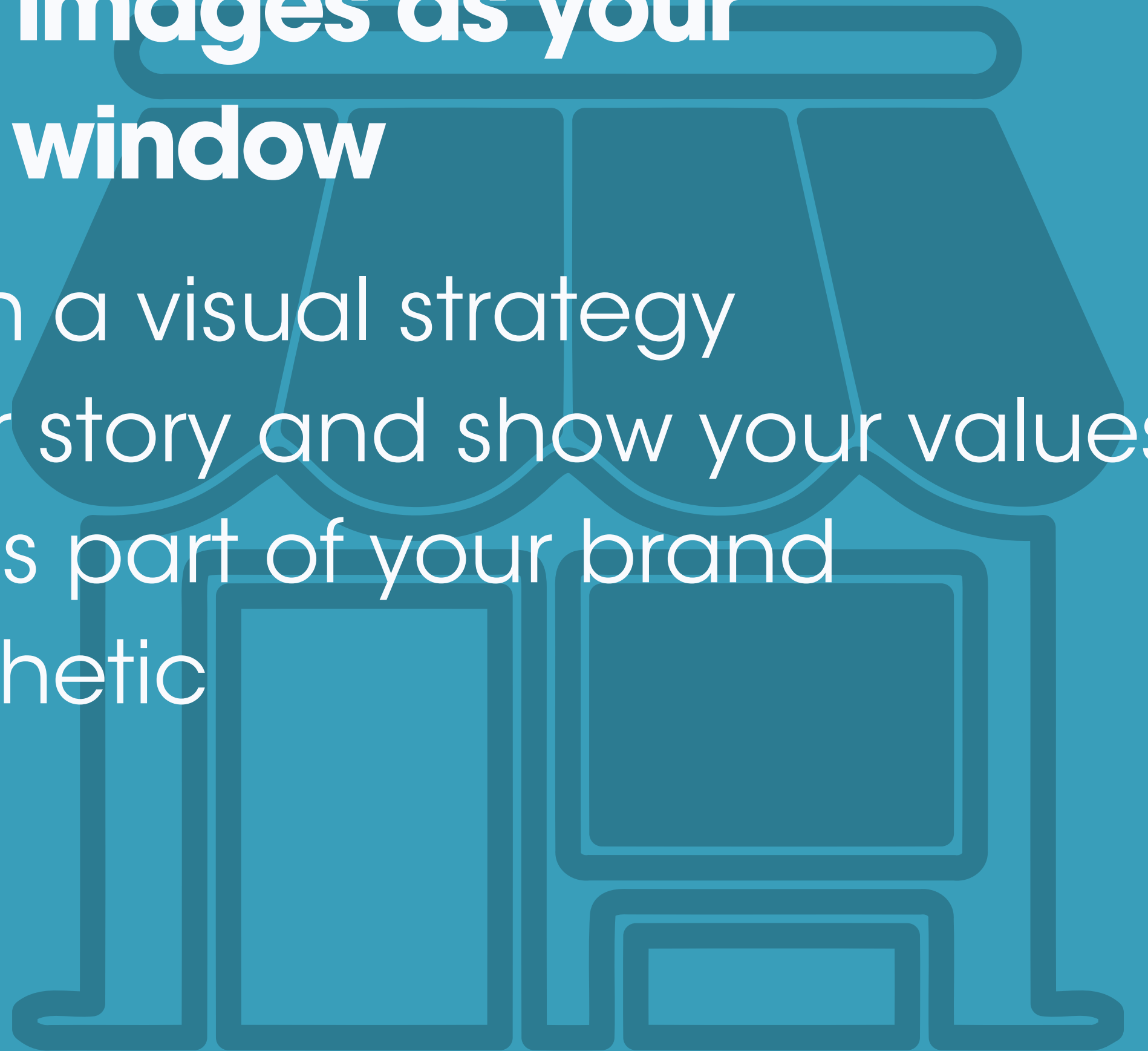
Source : [Google Search Statistics 2023 - TrueList](#)

Google



# Think of your images as your shop window

- You need to start with a visual strategy
- They need to tell your story and show your values
- Easily recognisable as part of your brand
- Use a consistent aesthetic
- Be authentic
- Be consistent





A few key features that help to solidify your visual brand

**Quiz  
time!**

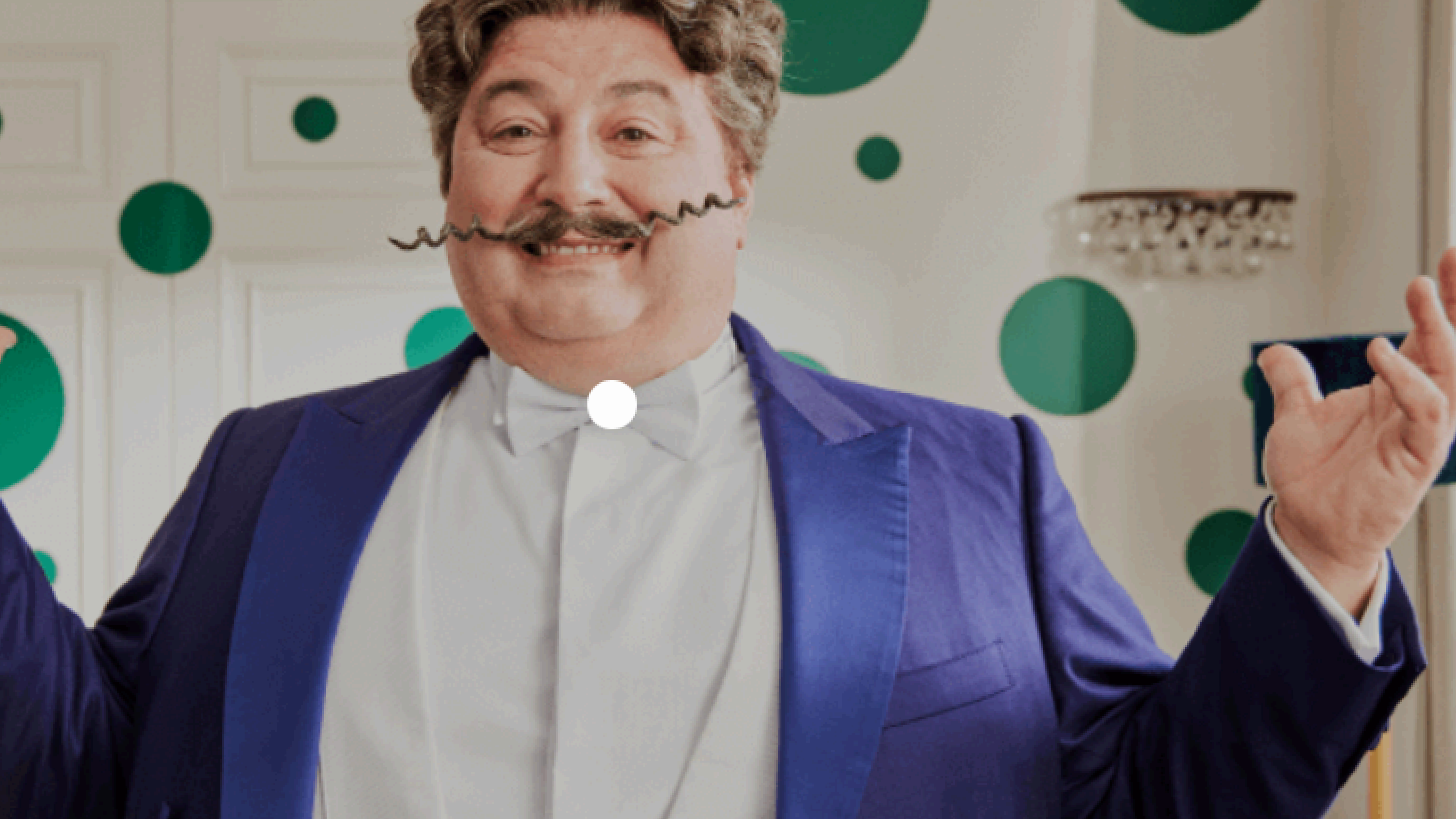


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**So what can you do to create a strong visual brand?**





# Colours

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colour-psychology-graphics

## Red

Excitement  
Strength  
Love  
Energy

## Orange

Confidence  
Success  
Bravery  
Sociability

## Yellow

Creativity  
Happiness  
Warmth  
Cheer

## Green

Nature  
Healing  
Freshness  
Quality

## Blue

Trust  
Peace  
Loyalty  
Competence

## Pink

Compassion  
Sincerity  
Sophistication  
Sweet

## Purple

Royalty  
Luxury  
Spirituality  
Ambition

## Brown

Dependable  
Rugged  
Trustworthy  
Simple

## Black

Formality  
Dramatic  
Sophistication  
Security

## White

Clean  
Simplicity  
Innocence  
Honest





# Show personality

- Be authentic
- Don't try to please everyone
- Embrace imperfection





# Story telling

- USP
- Brand Values
- Showcase your personality and values
- Your "why"
- Your ideal customer



shooting people

AM

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since 1991





# Where to get started?





# **DEFINE YOUR GOALS**

**CLEARLY OUTLINE THE OBJECTIVES OF THE  
PHOTOSHOOT. DETERMINE WHAT SPECIFIC  
ASPECTS OF YOUR BRAND YOU WANT TO  
SHOWCASE. MAKE SURE THESE WILL  
SPEAK TO YOUR CLIENT**



# **CREATE A SHOT LIST**

**Develop a comprehensive shot list outlining the specific images you need to capture during the photoshoot. Include team members/ products and spaces**



# **SCOUT LOCATIONS**

**scout locations in advance  
to identify the best settings  
for capturing your brand  
imagery. Consider logistics  
and transportation of  
equipment.**



# WARDROBE AND PROPS

**Plan outfits, accessories, and props that align with your brand's aesthetic and messaging. Include brand assets and merch to help spread your message.**



# COORDINATE TEAM

**communicate with them  
in advance to coordinate  
schedules and ensure  
everyone is prepared and  
comfortable with what is  
happening**

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# **PREPARE YOUR SPACE**

**Make sure the space is clean, tidy, and well-organized. Remove any clutter or distractions that could detract from the visuals.**



# CREATE A MOOD BOARD

**Compile visual  
references, inspiration  
images, and examples of  
the aesthetic you want to  
achieve for the shoot**



# Keeping a gallery

- Curate and remember what you like.
- You can share with your photographer or your team.
- Can help you to try out partctice some poses you like









# METADATA

Alternative text





# BACK UP

## and file





## **SOCIAL MEDIA**

Using imagery in your social media posts increases engagement. So make sure you add your brand photos to your posts AND your stories on facebook, instagram, twitter and linkedin And use one as your profile picture.

## **ONLINE**

Your images can be used in so many ways online. And here is where you can get really creative! Pop your pictures into graphics which you can make easily using software like Canva, or into a video using a program like Quik. They can be used in your PDF documents, on Webinars, to illustrate your Podcasts

# HOW TO USE YOUR BRAND PHOTOGRAPHY

## **IN PRINT**

They can form part of your press and PR package, be used on your business card and in brochures and newsletters or on your thank, you cards.

## **RETAIL**

You may have products In your online store. Or you might just want to use your images to help illustrate your online courses. Either way those professional pictures will get your products and services noticed quicker.

## **WEBSITE**

As well as filling all the pages on your website, with your brand photos. They are also brilliant for adding to your Blog and don't forget your email signature. Brilliant for keeping your brand consistent.



**If you use them across all your  
different media, you will begin to  
create that consistency**

**People will remember you**



# AISLING MAGILL

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07783 470480

aislingcmagill@gmail.com

www.aislingmagill.com

