

A woman with long hair is shown from the chest up, leaning over a clear plastic storage bin. She is wearing a dark top and is carefully organizing various small items, possibly jewelry or accessories, inside the bin. The background is a soft, out-of-focus indoor setting. The entire image is overlaid with a semi-transparent teal filter.

10 QUICKTIPS FOR

Your Brand Photoshoot

FOR PRO ORGANIZERS

Photoshoot Tips for Website & Social Use

1



LANDSCAPE & PORTRAIT MODE

Get a mixture of wide and narrow angles. It is hard to use narrow images as a banner/background on a website because of image sizing and cropping.

2



DECORATIVE MOMENTS

Get close-ups of decorative vignettes. These are great for infographics and background images.

3



“AFTER” SHOTS

Everyone loves a good before and after (on social media) and well-lit after photos are an excellent way to represent your services on your website.

4



KEEP IT “ON BRAND”

The organizing industry is a visual by nature. Be sure to use props and outfits that complement your brand color palette and style so that your content is always cohesive.

5



WARDROBE CHANGES

Make the most of your photoshoot by making it appear that you had more than one session! Bring 2-3 outfits and make some quick changes on picture day.

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6



GET EXPRESSIVE

Get some quick shots in front of a wall, making different expressions and pointing in different directions. These shots will be great for infographics, especially if you remove the background and add some fun brand elements to your designs.

7



THINK ABOUT SEASONS

Do you offer seasonal decorating? Get some kind of photo for that! Whether it's Christmas lights or switching wardrobes, consider the seasons!

8



THINK ABOUT SERVICES

Do you have specific services like home cleaning, photo organizing, child coaching, or moving services? Get photos to represent these unique offerings!

9



GET INSPIRED!

Create a Pinterest board of some inspiration pics for your shoot. Search for organizers, interior designers, and general branding photoshoot/headshot keywords.

10



PREPARE!

Use [our full photoshoot guide](#) to help you prepare for photoshoot day. There are so many details to consider, so do yourself a favor and get most of the thinking, planning, and shopping done ahead of time. And then trust your photographer and have a blast during your session!

SHOP OUR CANVA TEMPLATES

CHECK OUT THE FULL GUIDE

Hi, I'm Brie!

I started BK Branding Co. to serve women who are passionate about their purpose in life and want to build a business around those passions.

I have been in your shoes. I began a home organizing business from scratch in 2017 and worked through the pain points of creating a brand that aesthetically captured my personality while striving to target just the right clientele. It took time, patience, and a lot of DIY.

I know that the world of tech and graphic design is not everyone's cup of tea. I am passionate about streamlining your brand-building process so that you can focus on doing what you love (and what your clients love you for). Since my entrepreneurial career started in home organizing, I know what it takes to make your brand shine and stand apart from your competitors, and I know what your ideal clients are looking for and need to see in a website.

[LEARN MORE ABOUT MY SERVICES](#)

