



14 SIMPLE WAYS TO USE BRAND PHOTOS TO GROW YOUR VISIBILITY

Even if you're
awkward and
camera-shy

Sarah Tulej
PHOTOGRAPHY

HELLO THERE! I'M SARAH

Want to connect with your ideal clients on a deeper level so that you become their 'only choice'?

Your own set of high quality portraits will certainly help you to do this but how do you get the most value from them?

Well, I'm here to help! I'm Sarah Tulej, and when I'm not spilling Yorkshire Tea on the sofa, I LOVE to help camera-shy change makers and teams create personality-packed photos.

Whether you're still considering whether you need a brand shoot, or you already have images and need some inspiration, this guide is for you.

I've compiled a detailed list of creative and strategic ways to showcase your skills and connect with your audience using your photos.

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1. BREAK OUT OF THE ABOUT PAGE

Why does it work?

A lot of websites have just one photo of the person in question, if at all.

If you work in a competitive field - be it design, consulting or catering - adding more of you and your personality can really help to differentiate your service. And it shows that there's a real person or people behind the business - something people appreciate a lot if they're going to invest.

How can you implement it?

When I plan a photography session, we discuss what facets of your personality and your work you want to show, with your website in mind,

You can then use multiple photos on your home page, contact page, about page, blog, FAQs - go wild!

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Vic Hancock Fell

Hi, I'm Vic.

I help socially purposed organisations - especially the smallest ones - lead with more confidence, clarity, and care.

With 20 years in the small charity world (and all its chaos, purpose, and pressure), I know what works.

I specialise in giving small leaders the knowledge, tools, support, and strategy they need to do more good - and reconnect with the joy of why they started.

Recognised for Sector Impact

Included in Charity Times' 2023 list of Women Making a Difference in the Charity Sector.

[Here for my courses?](#)



Vic Hancock Fell- image by me



Consulting Training Speaking Past Work My Story Cool Stuff

Gabby
JAHAN'SHAHI
Edlin



Strategic, Human-Centred Brand Communications.

Gabby Jahanshahi Edlin - image by me



Perle Laouenan-Catchpole - photo by me

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Sarah Filbey & Bonnie- photo by me

2. INTRODUCE YOURSELF REGULARLY

Why does it work?

It's a great idea to regularly introduce yourself on social media - who you are, what it is you offer and some personal tidbits.

You'd be surprised how many times people need to see you and what you do before it starts to sink in, so don't worry if you feel like you're overdoing it (you're not).

How can you implement it?

This is a great thing to do when you first get your brand photos. Stick a photo on your socials with a quick intro and some (fun) facts about you.

You'll also probably get a tonne of love from friends and family - useful reassurance if you happen to be feeling nervous about sharing your images for the first time.

3. MAKE A SPLASH WITH A BANNER

Why does it work?

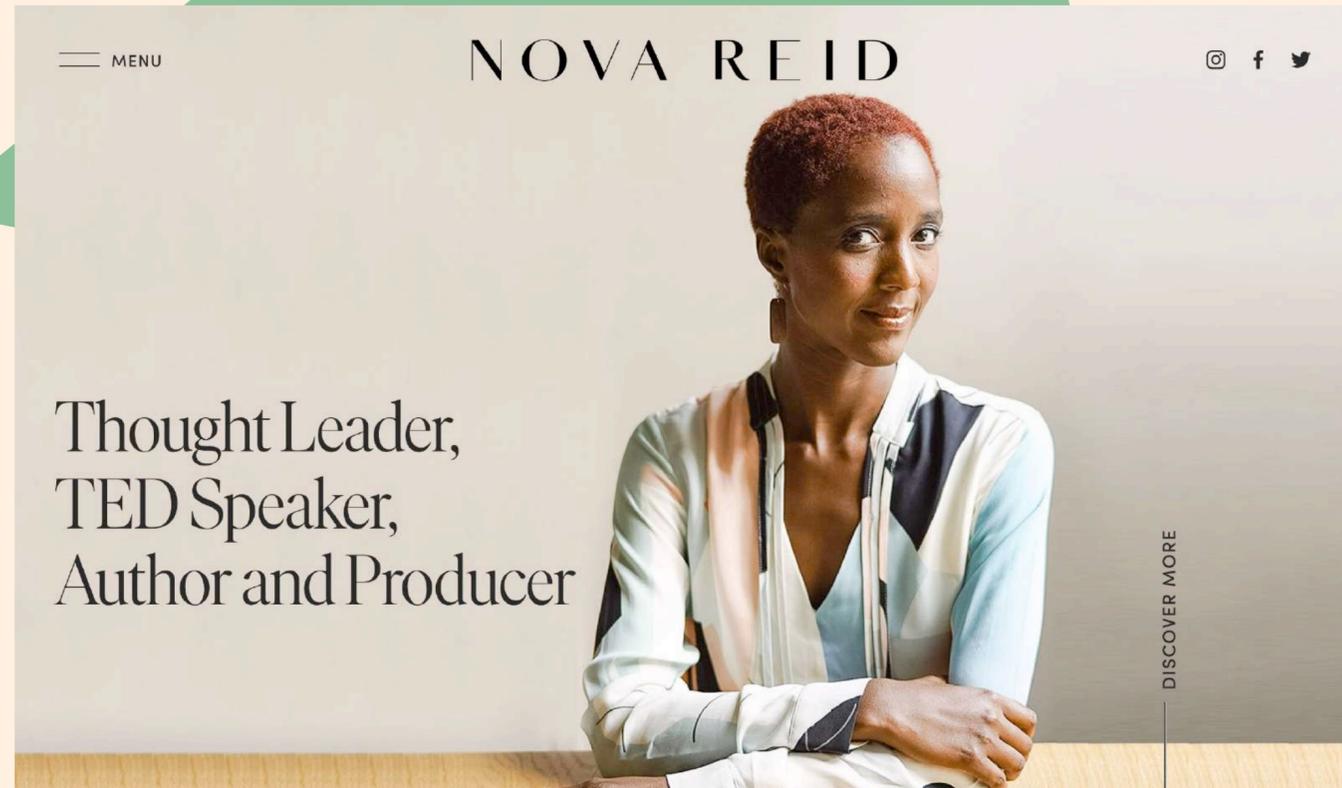
Your Home and About pages are often the first thing people see and is your opportunity to make a memorable connection with them. Many people I work with are solo business owners and so having your face on the front page gives people an instant sense of who they'd be working with.

How can you implement it?

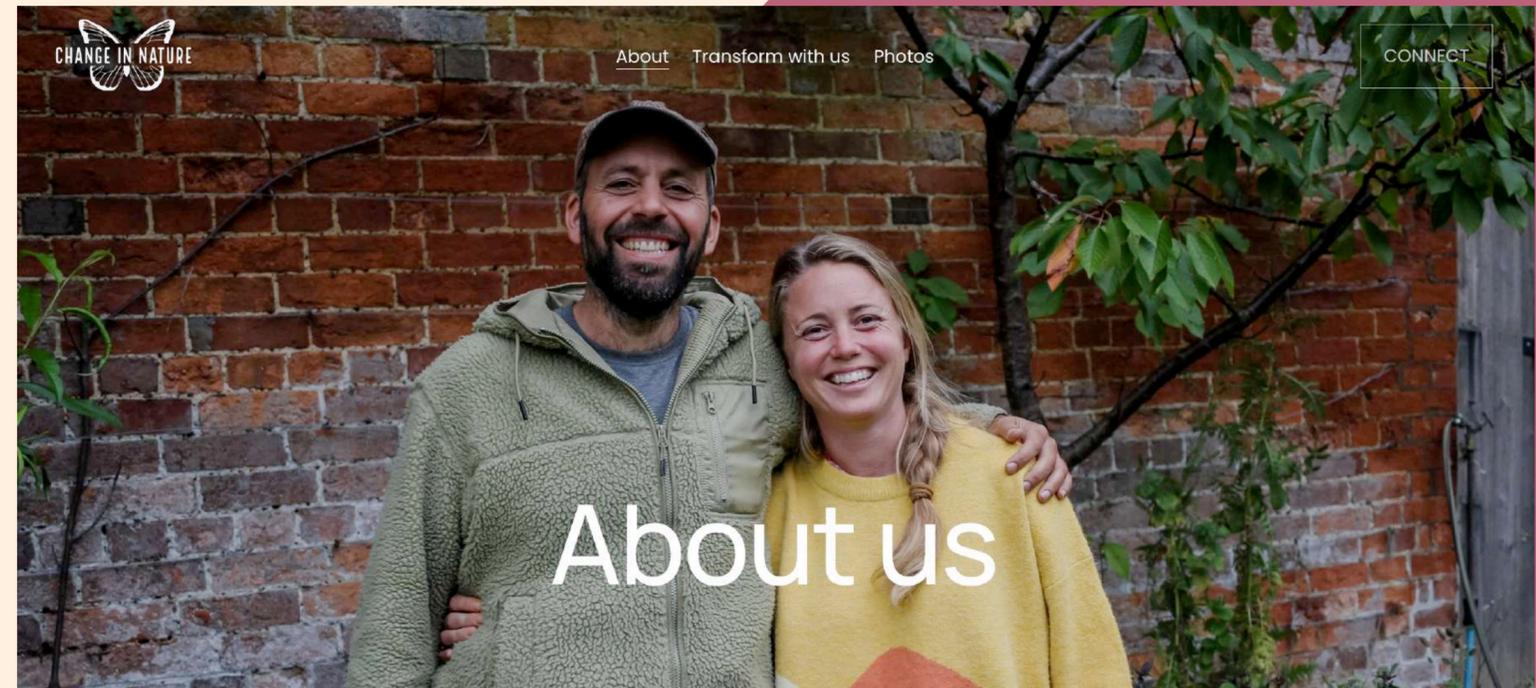
To create a banner, we would discuss what expression you'd like to have and what background would be best for a wide image. Y

You can make use of plain space in your image and overlay it with your brand message or tagline.

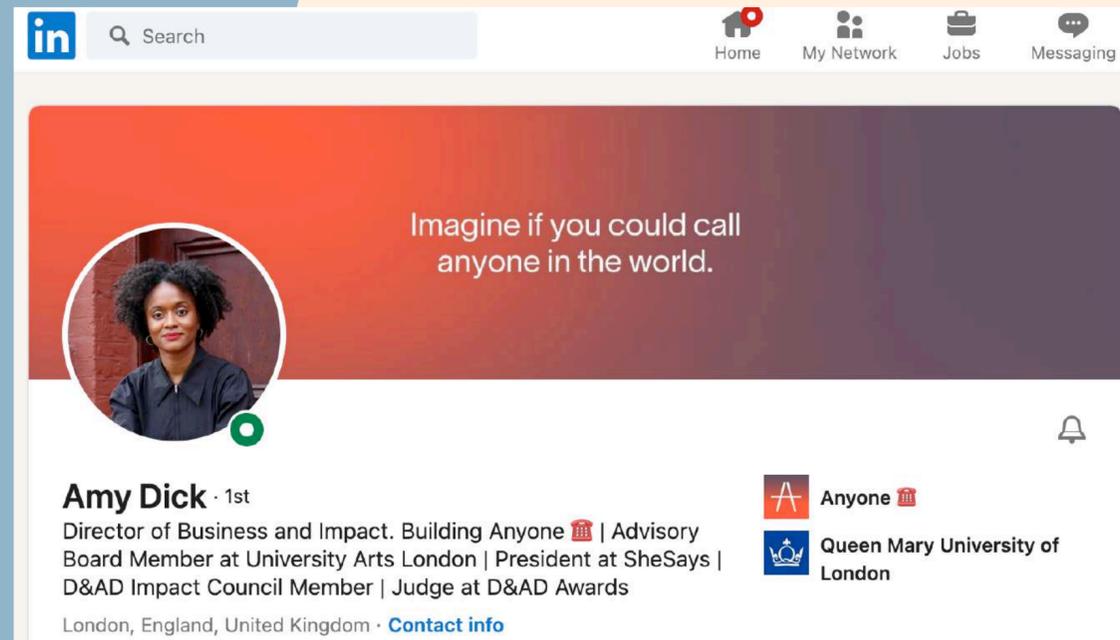
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[Nova Reid](#)



[Change in Nature](#) - photographed by me



4. BE RECOGNISABLE

Why does it work?

A key function of brand photography is to make you familiar and easily recognisable.

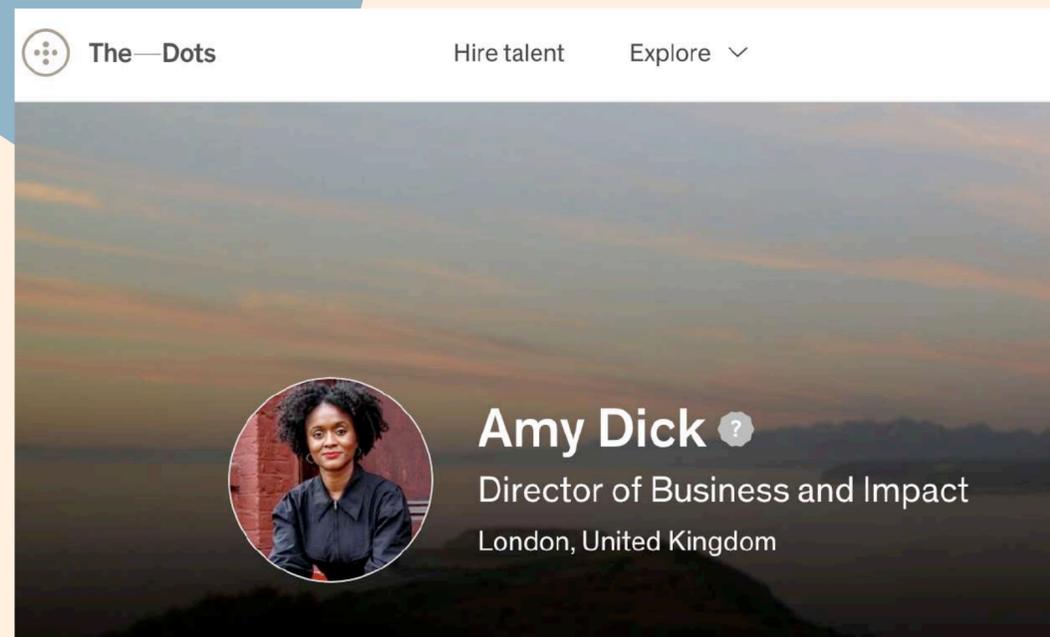
One of the easiest things you can do is choose one photo to be your avatar across the different online platforms you use.

How can you implement it?

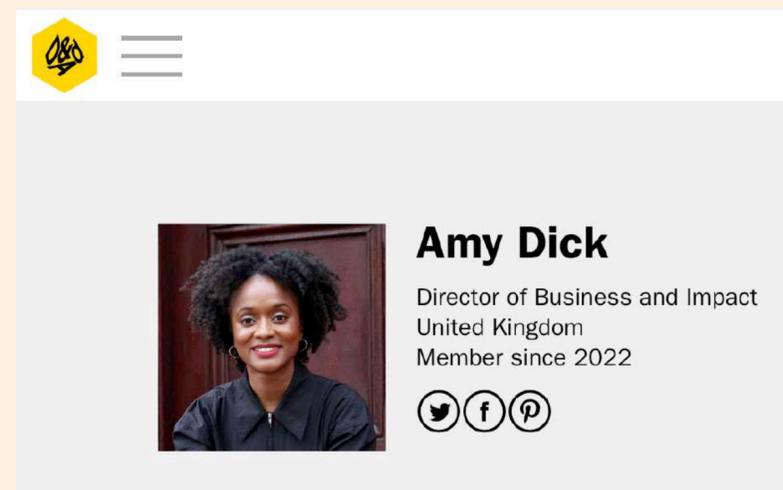
Make sure you have the same or similar LinkedIn, Insta and Facebook profile pics (or wherever you hang out online). Other places include your email profile pic, WhatsApp, Zoom, Behance.

Choose a photo where you clearly stand out from the background. Use Canva or remove.bg to superimpose your image onto a striking background ([here's how to do it.](#))

When we work together, we discuss what sort of backdrop and expression you'd like so that your profile photo represents you and your branding.



[Amy Dick](#) - photo by me



5. UNLEASH YOUR PERSONALITY

Why does it work?

What do you want your photos to say about you? This is one of the first questions I'll ask you.

Having super high quality images is about more than demonstrating how professional you are.

It's a chance to share your personality, making you more memorable and relatable to your audience.

How can you implement it?

Whether you've got a goofy side and a tendency to pull ridiculous faces, or you're a soulful type found curled up with a book (or both!) - don't be afraid to share this.

It's NOT about sharing more than you're comfortable with. But it is about showing your humanity and your quirks, so you can attract people who you're going to love working with.

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Astrid Bracke - image by me

reading, tea-drinking,
plant-collecting small
business mentor with a
PhD in English lit

[more about me](#)



Sara Chandran— image by Nadia Meli

Meet the Founder

**Hi, I'm Sara. I'm an entrepreneur,
podcast host, public speaker, coach,
charity trustee and pet parent!**

I launched Fresh and Fearless in February 2020 as a consultancy that creates real change in and outside the workplace.

In 2024, Small Business Britain's 'Entrepreneur #Also100' campaign chose me as one of the UK's most impressive female entrepreneurs. I have 10 years of public speaking experience and have worked with people from all over the world, in person and online.

[SARA'S STORY](#)

6. SHOW YOUR EXPERTISE

Why does it work?

Use your photos to demonstrate your expertise - be it coaching, illustrating, or strategising.

Showing what you look like in action helps people to imagine working with you and reassures them you know what you're doing.

How can you implement it?

If you have a product-based business your brand photos are an opportunity to show the care and attention that goes into what you offer. That's something we discuss before the session - what work activities you do that we could photograph - and in what setting.

If you provide a service, show people some of your behind the scenes activities (sketching ideas, reading for inspiration, the list goes on).



Fairisle - image by me



Elodie Cox - image by me



Brendan Rodgers - image by me

7. MAKE YOUR MEDIA TOOLKIT

Why does it work?

Having a media toolkit* is essential to be able to talk to credibly talk to media, event organisers, brand partners, sponsorship or collaborators.

Your brand images are one of the most important elements of this toolkit, along with a strong biography. Before every photoshoot, I ask what different purposes the images are needed for so we ensure we get all the right shots.

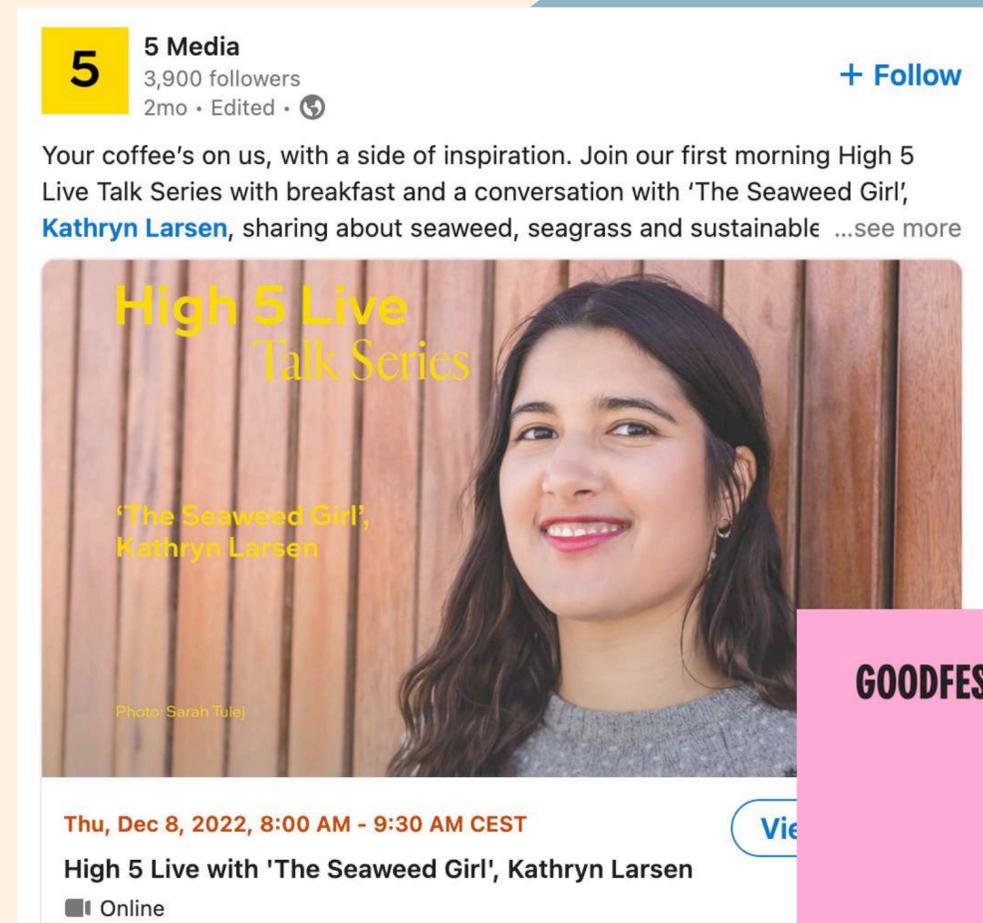
How can you implement it?

When it comes to promoting what you do, you can gather your brand images for:

- Being a guest panellist at a conference
- Award entries
- Guest posts
- Podcast promotion
- Pitches & proposals

Save your photos and biog in a folder so they're easy to access and keep them up to date!

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Katy Larsen - image by me

Charlotte Sewell - image by me



* Check out the book Hype Yourself by Lucy Werner for excellent tips on building your media toolkit



[Design for Joy](#) - image by me



[Fran Cook](#) - image by me



[Matt Firth](#) - image by me

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8. SHOW US YOUR WORK SPACE

Why does it work?

We're all a bit nosy and LOVE to see behind the scenes of your business. So show us where you work!

Showing yourself in your every day environment is a really effective way to help people to build a picture of who you are.

How can you implement it?

It doesn't need to be super stylish or fancy - it could simply be your kitchen table. Indoor locations that are personal to you are a brilliant way to share a bit more about who you are with your audience.

So show us what your desk looks like, what you're reading, how many used coffee mugs you have produced that day...

9. SHOW WHAT IT'S LIKE WORKING WITH YOU

Why does it work?

Photos of you with the people you help allow people to put themselves into the picture and imagine working with you.

How can you implement it?

Think about whether you'd like to stage a working scene that feels realistic. If you don't have an 'extra' to feature in your photo, pretending to talk into your laptop works pretty well!

If you do want to feature another person, it doesn't need to be a real client - you can ask friends and family to pretend, just make sure they know you're planning to put them online. Involving other people in your photography session is always something we can discuss ahead of time.

During the session, I'll help you get natural looking photos (even if you're pretending to talk to someone who isn't there!)

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Sarah Filbey - image by me



The Truthworks - image by me

The TruthWorks
1,919 followers
1h • 🌐

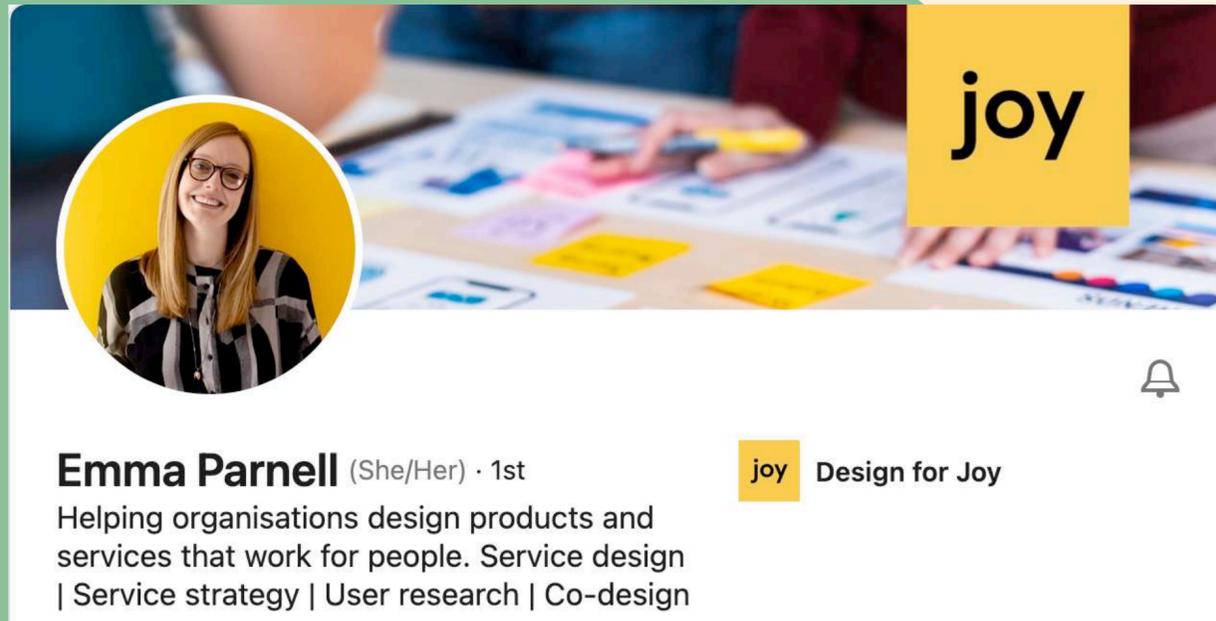
As we approach the end of the year, it's time to start preparing for 2025. It isn't just about setting goals, ...more

Free strategy brainstorm

- ◆ Shape your people and culture map for 2025.
- ◆ Refine your budget planning or business rationale for 2025.
- ◆ Celebrate 2024 by planning your success and recognition comms.
- ◆ Address challenges or explore fresh ideas for engagement and team energy in 2025.

The TruthWorks.

The Truthworks - image by me



Emma Parnell - profile image by me



Vic Hancock Fell - profile image by me

10. JAZZ UP YOUR BANNER

Why does it work?

This is extra useful if you don't have a website yet (or if no one ever visits it, ha!).

When people land on your social profile, make it memorable and personalise your banner.

How can you implement it?

You could use a close up photo of the tools of your trade, show photos of you in action, or add photos that show the different facets of your personality.

You don't HAVE to use your image on the banner - you could use your brand message instead, overlaid on a coloured background.

11. TOOLS OF YOUR TRADE

Why does it work?

We LOVE to see how things get made. What the process looks like. And by extension, what the person using the tools is like.

And I use the word 'tool' very loosely. It could be your go-to books, mugs, your box of tea bags, vintage Take That posters...

How can you implement it?

What do you use to do your thang? Ok, for many of us that looks like a laptop and a piece of scrap paper (or is that just me?). So why not get creative and gather some bits and bobs that you use in your working life.

If you make (real) stuff then you're laughing. Artists, gardeners, chefs, carpenters - let us SEE the tools you use.

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Matt Firth - image by me



Jonna Adams- image by me



Studio Kathryn Larsen - image by me

12. CUT OUT & OVERLAY

As long as you're up for dabbling with some basic graphic design, this is a fun one.

Why does it work?

Paired with good visual branding (at a minimum a set of consistent fonts and colours), using your images in this way really helps people to recognise you on their online travels.

How can you implement it?

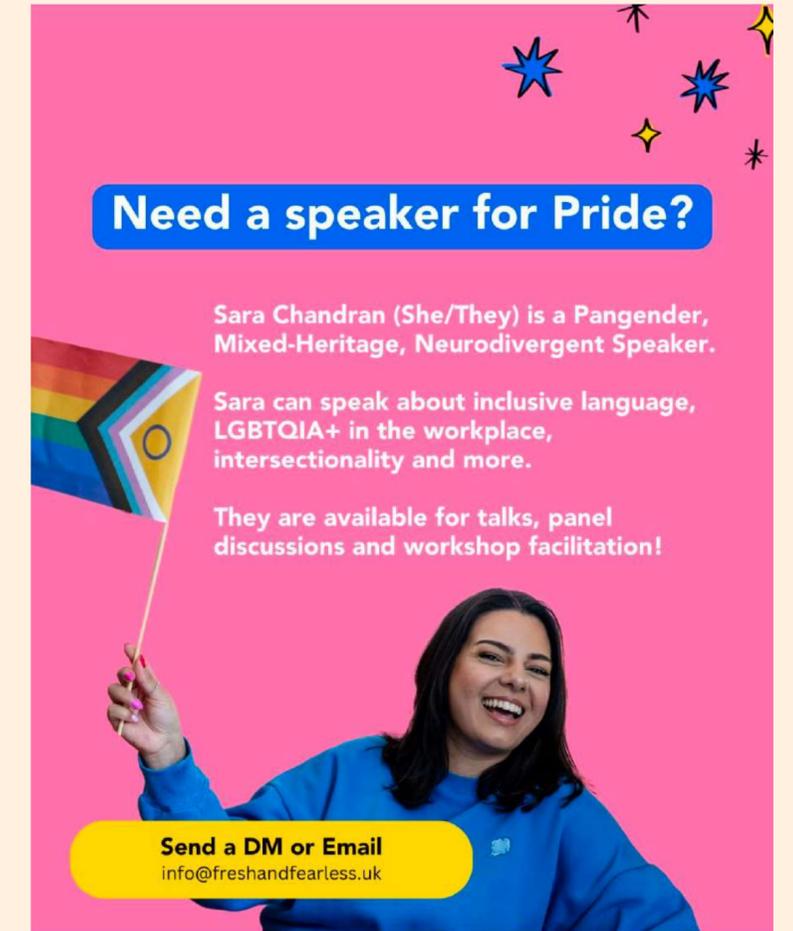
Crop yourself out of a picture and overlay on graphics for your social posts, podcast covers, speaking appearances, the world's your oyster.

New to all this? Check out Canva and remove.bg to have a play. Need help? [Here's how to get started.](#)

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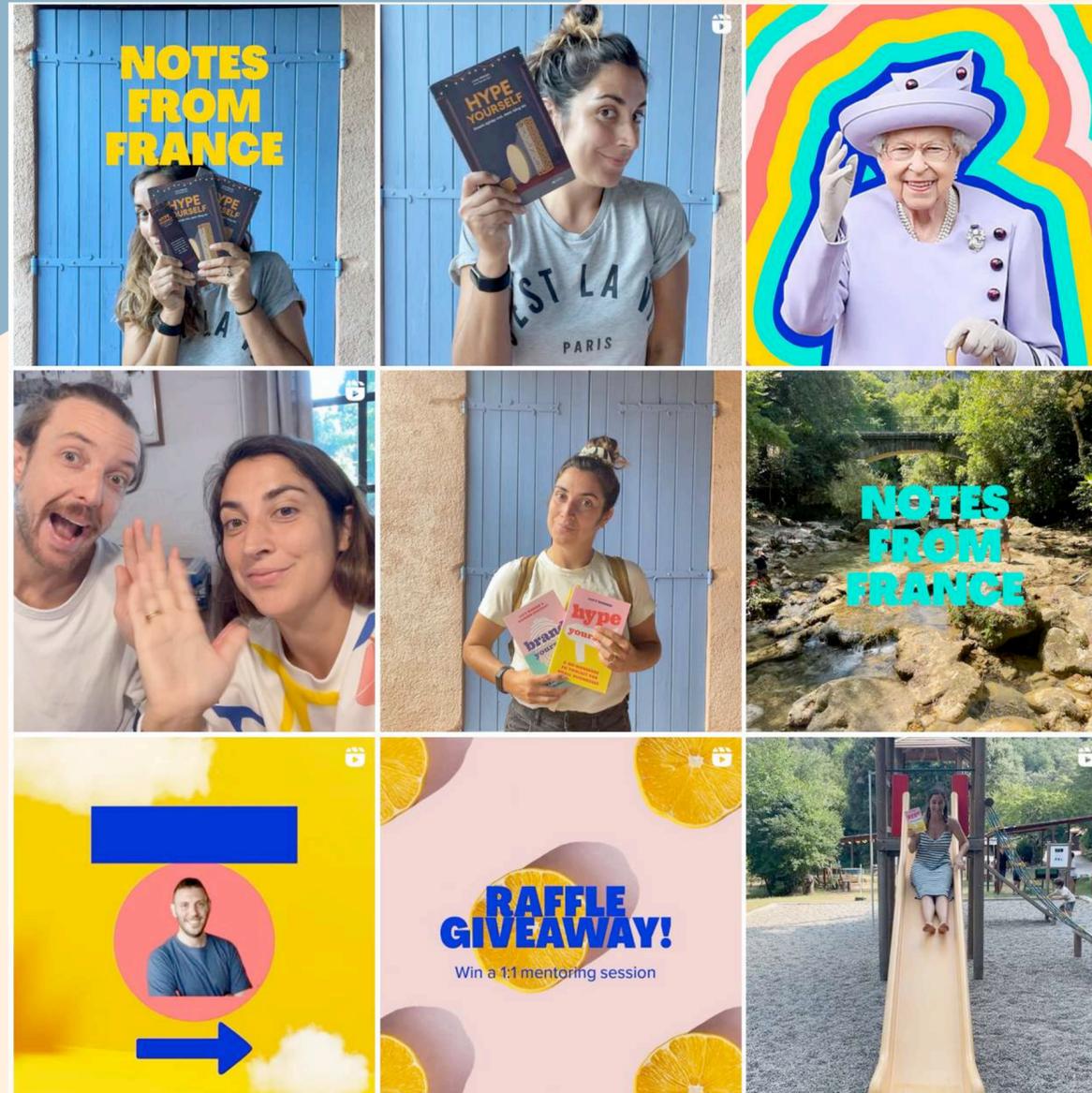
Changing Markets Foundation - image by me



Sara Chandran - image by me



Chiara Mignani - image by me



Lucy Werner

13. MIX IT UP

Why does it work?

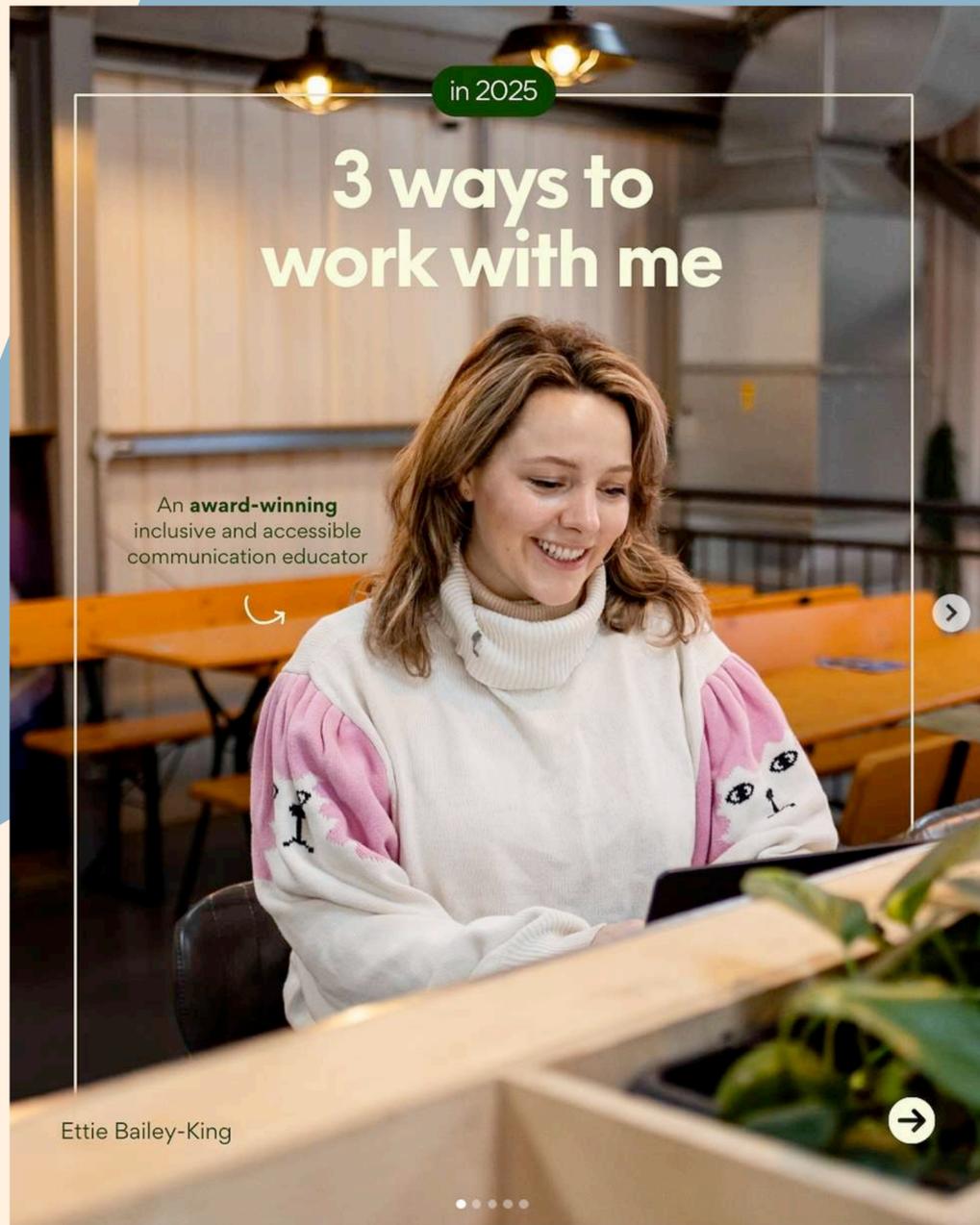
It is totally ok, great even, to sprinkle in phone photos, selfies and even memes amongst your professional brand photos. No one cares if you have the perfect 'grid.'

It's more important to show up regularly in people's worlds, so you're top of mind next time they need to buy a gift / find a coach / hire a web designer.

How can you implement it?

Easy! Sprinkle those brand photos through your socials, and definitely don't get hung up about it all looking perfect.

However, sticking to consistent groups of colours and fonts really helps tie it all together



Ettie Bailey King - image by me

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14. TELL PEOPLE HOW TO WORK WITH YOU

Why does it work?

This is such a good one!* You need to make it simple and obvious what you offer and how people can work with you. Pinning a 'ways to work with me' post to your social profile and sharing it regularly reminds people what it is you offer. So you're top of mind when they're ready to use a service like yours.

How can you implement it?

Use one of your photos as the cover and use a programme like Canva to create a stack of images outlining your different services. Then get sharing it!

* Thanks to PR expert [Lucy Werner](#) for sharing this tip

1

Workplace talks.

Book me to

- Inclusive
- From DI
- How to
- Introduction
- Why I'm
- How to
- How to
- How to

I've delivered **engaging talk**

Ettie Bailey-King

2

Workplace training.

From February training programme

- Each programme
- You can choose
- I've delivered

I've delivered **engaging talk**

Ettie Bailey-King

3

Online group programme: Bold Type.

Do you write emails? Social media posts? Do you send out reports or present ideas to colleagues?

Bold Type is for anyone who communicates. **Join the 12-week course, starting 14 January.**

- Develop **practical skills** for creating accessible content.
- Confidently speak up about the **topics that matter.**
- Includes **Q&A** and **co-working** sessions.

Ettie Bailey-King

4/5

YOU MADE IT TO THE END!

Hopefully you have a load of ideas on how to increase your visibility using brand photography.

If you're thinking the time has come to get personality-packed photos for you or your team, I'd love to talk to you...

Click below to drop me a message & let's have a chat, with absolutely zero pressure to book.

[Say hi!](#)

Or, if you're not quite ready - why don't we connect on [LinkedIn](#)?

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