

## Branded Headshots

### STEP 1:

What kind of work do you do?

Examples: Doctor, lawyer, teacher, writer, etc.

### STEP 2:

What type of personality do you have? How would you describe your own personality?

Examples: Dark and intense, comedic and lighthearted, or loving and nurturing, etc.

### STEP 3:

What kind of reaction would you want people who meet you to have when you're in that role?

Examples: Laugh and smile, feel confident and secure, feel intimidated, work together in teams, etc.

### STEP 4:

Now fill in the blanks: I am the (type) who makes people (reaction).

Examples: I am the doctor who makes people feel confident and secure.  
I am the lawyer who makes people feel intimidated.

### STEP 5:

Shoot your headshots according to these brands, which describe you at the deepest level.