

The Pro Speaker *Branding Guide*

because planning a glam photo shoot
doesn't just happen overnight



www.speakervesoar.com

The Pro Speaker *Branding Guide*

So you are ready to take your message and mission to the world wide stage and your days of playing small and hiding are over! Fantastic I'm here to help you! I've developed this simple branding guide to serve as a planning workbook. You'll find key elements inside to help make your branding photo shoot happen with ease, fun and success.

Here's to your success!

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06 | **Tell your life story**
with professional photos

07 | **Create your vision**
See yourself in your photos and how they would represent your brand, your lifestyle, your mission

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Ready your team and choose the right place at the right time

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Just like shooting a movie, a day in your life



A picture is worth a
thousand *words*



When event planners come to your website, Instagram page or download your speaker sheet to determine if they want to book you as their speaker or featured presenter they will not only make a judgement on your speaking experience, topic and background, they will certainly take a good look at your photos and videos.

You'll want to stand out, ahead of the crowd with photos that convey your message, mission and brand.

Tell your life story

The real you

Take photos that tell your life story, the real you, doing the things you enjoy doing, in the places you enjoy going to.

Don't use cheesy, outdated, unprofessional pics you took with your flip phone.

Just think when you get your hands on your collection of brand new photos you can use them to spruce up your website, glam up Instagram, update your speaker sheet and media kit, jazz up your marketing material.

Trust me, I desperately needed a branding facelift, I've been guilty of using some outdated photos my cousin took with family members cropped out.





Create your photoshoot *vision*

No doubt, you've been dreaming about having a glamorous photo shoot, (I'm taking a wild guess since you are reading this). When it comes to selecting the locations, clothing, outfits and accessories for your photoshoot you really need to spend some time visualizing this. See yourself in your photos and how they will represent your brand, your lifestyle, your mission. Journal about this, talk it over with a few friends, flip through magazines and visualize yourself in the scene with the camera pointing at you, capturing you, in all of your star power and celebrity.



Start

Start by getting recommendations from people you trust. Who do you know that has amazing photos you love and the style you'd like for yourself that could give you a great referral?

Ensure they understand personal branding and the specific needs of speakers and online business entrepreneurs.

Book early

Some photographers are booked 3-6 months out so book your photo shoot as soon as possible to ensure you get to work with the photographer you feel most excited about.

Always be sure you have an understanding of what's included, what you can expect to receive and how the experience will go.



PREP

Choose your glam squad.

This will include your photographer, makeup artist, maybe an image consultant and some additional help or assistance.

Preparation Tips

- Define your Brand - not sure how to? Schedule a clarity call with me and let's talk about it!

Schedule a clarity call with Darieth

- Create a Pinterest account if you do not already have one and start a "Branding Board" full of pictures that capture and express your brand essence. Have FUN with this activity, and continue to update it as you grow and evolve!
- Create a Pinterest board with styles and looks you want to create
- Choose your wardrobe
- Choose your locations and scenes
- Hire photographer, make-up artist and hair stylist
- Set up an appointment with your IC/Stylist at least 3-6 months in advance
- Shop for clothing and accessories for a minimum of 5 complete looks
- Take pictures of the outfits along with the coordinated accessories & share with your glam squad along with your vision for the picture - this can be done in Canva like a vision board
- Shop for other items needed - your Image Consultant or Stylist can assist with this
- Get a new haircut/color or style that speaks to your brand, make sure this is done weeks prior to your shoot, if its a new hair stylist or hair style
- Be sure to get your nails done, wax, etc
- Work with your stylist to refine your looks
- Ensure everything fits

PLAN

Plan for Photoshoot Day!

Organize the final details and
prepare your assistants & glam
squad for the big day

Planning Tips

- ❁ Plan a phone call, zoom or skype session with all of the members of your glam squad so they are all on the same page. This will save lots of time and energy the day of the shoot.
- ❁ Choose locations that are authentic and real for you. Places you normally go or talk about when you are on stage. You might also want to choose a few locations that are dreamy, breathtaking, magical.
- ❁ Set a time that works. Timing is important, time of day matters with the sun, some locations may be busy or crowded or not available. If it rains, do you have a plan b or c?
- ❁ Plan your budget. Always be sure you have an understanding of what's included, what you can expect to receive and how the experience will go.

Want to know how to keep the expense down?
Be sure to watch the training until the end!

PRODUCE

Think of this like you are shooting a movie, a documentary, a day in life.

Production Tips

- ❁ Create a call sheet to communicate with your production team
- ❁ Work with your glam squad team to coordinate a schedule for the day of the photo shoot
- ❁ Have 1-2 friends/assistants available for the rehearsal and day of the shoot, one for errands and setup/takedown and the other for the behind the scenes shots (This assistant should be social media savvy)
- ❁ Be sure to have breaks built into the day and extra food, water and supplies nearby
- ❁ Check the weather for the day and have a plan B for outdoor shooting



Here's a sample of a call sheet for everyone to follow and to keep all parties up to date on the who, what, when, where, how and what.

Sat, Jan 7, 2017

8:00am

General Crew Call: 8:00am

PROJECT CONCEPT

The concept for the shoot is a

LOCATIONS

69°F / 52

ADDRESS	PARKING
<div>1</div> <div>LA Fashion District</div> <div>Street #11, Los Angeles, CA</div> <div>United States</div> <div>(213)</div>	<div>110 E</div> <div>Los Angeles, CA</div> <div>There should be metered parking or nearby lots. We will be meeting in front</div>
<div>2</div> <div>Hotel Downtown Los Angeles</div>	<div>Parking will be available</div> <div>Validation included.</div>

TALENT (2 Total)

	"Model"	8:45am		
	"Model"	9:30am		

CREW (6 Total)

CAMERA DEPARTMENT

	DIT	8:00am		
	Portrait Photog.	8:00am		
	Photo Assistant	8:00am		

MAKE-UP & HAIR

	H/MU	8:30am		
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AGENCY

	Creative Director	8:00am		
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SCHEDULE

TIME	DESCRIPTION
8:00am	LOAD IN Meet inside. We'll have breakfast and crafty. Gluten-free and vegan options included.
11:30am	Company move to Hotel. We'll have a shuttle ready.
12:00pm	MEAL BREAK We're having italian food with all vegan options. Yum. :)
1:00pm	SHOOT We'll be shooting in the lobby and then moving to the courtyard.
2:40pm	WRAP MODELS Stuart dines alone.
3:30pm	WRAP! Load out equipment. That's a wrap!

SPECIAL INSTRUCTIONS

DEPARTMENT	NOTES
CAMERA	Please bring the extra accessories we discussed that we'll need for the shoot

* If you have any questions, call

Attachments

mood board.png
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When you have the right team, the right mindset and the right vision, you can show up authentically and confidently on camera, and have photos that successfully communicate who you are and how you serve and impact the world!

Okay, now what? You have the new photos how are you going to 10x your chances to getting booked as a paid speaker?

Join us in the greenroom and I'll give you a huge list!

Missed it, didn't get your backstage
pass or want to contact me?

Schedule a complimentary
strategy session at
www.DariethChisolm.com/clarity

A special thanks to my glam squad

Mia Lamotte
Brand Strategist/Image Consultant
lamotteinternational.com

Lecia McDermott
Photographer
www.leciamcdermott.net

Michelle Gatt
MakeUp Artist
www.glamourgirlsgonegreen.com



Darieth has worked in television and media for over 30 years. She is an Emmy Award winning TV host and interviewer, with multiple Emmy nominations. Darieth served as the prime time news anchor for NBC WPXI in Pittsburgh and hosts the nationally televised and Emmy Award winning show IQSmart Parent at PBS WQED. As an international speaker, TEDx Talk presenter and social justice activist and filmmaker of 50 Shades of Silence, Darieth has received much recognition and praise by organizations for her work in media, cyber civil rights and with women entrepreneurs.

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Darieth

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