BENCHMARK
GROWTH

Website Photography

GUIDE

A Shot List for Capturing
StoryBrand-Aligned Images

Website
Photography Guide

Introduction.

Thank you for joining us as we embark on a creative journey to craft this website. As the photographer, you play a vital role in shaping the visual narrative for this firm, leaving a lasting impression on all who visit their new website.

This firm's website has been written and designed using principles from the StoryBrand framework. If you are not familiar with StoryBrand, watch this video or better yet, read *Building A StoryBrand,* by Donald Miller.

Our goal with photography for the site is to tell a visual story that aligns with the StoryBrand framework. The shot list should effectively engage the target audience, elicit emotions, and guide them towards taking action on the website.

Matt Banker
Owner + Storybrand Certified Guide

Hero / Primary Customer

Small Business Owner

Our ideal customer owns a small to medium sized business with annual revenue of at least $250k. Examples are: service-based businesses, restaurants, private medical practices, and real estate investors.

They are typically in their 30's or 40's, have a family, and are very busy running their company.

They have likely worked with a tax CPA in the past, but may or may not be familiar with monthly accounting services.

They would like to be more profitable, worry about how much they pay in taxes, and want to understand their numbers better.

Shot list.

Hero (Target Audience)
· Candid shots of diverse individuals representing the target audience.
· Expressive and authentic facial expressions showcasing emotions related to ·
  their challenges AND aspirations.

Guide (Business or Brand)
· Images of team members displaying empathy, helpfulness, and expertise.
· Business logo and branding elements subtly integrated into shots.
· Team member headshots on neutral background that can easily be replicated for new
  hires

Problem (Hero's Challenge)
· Photos illustrating the hero's pain points or obstacles they face.
· Image should depict frustration and confusion

Solution (Product or Service)
· Images showcasing the product/service in action.
· Before-and-after shots displaying the positive outcomes of using the solution.

Avoiding Failure (Consequences of Inaction)
· Images depicting the potential negative outcomes of not using the solution.
· Visuals highlighting missed opportunities or frustrations.

Gaining Success (Positive Outcome)
· Photos of satisfied customers experiencing the benefits of the solution.
· Joyful expressions illustrating success.

Building Trust (Credibility and Testimonials)
· Images of happy customers interacting with the brand.
· Capturing genuine moments that showcase positive experiences.

* See Pages 7-13 for examples of each of these

Basic tips.

Composition
· Images are often used in the header sections on various pages (specifically images of the Hero from 'Gaining Sucess section). Please include options where the subject is framed to the left or right with a simple background to allow for text to be placed on top. (Not all images need to be framed this way but please make sure there are a few options for each section)

Horizontal Images
· Images should always be taken in a horizontal format rather than portrait

Wide Aperture & Background Elements
· Avoid clutter and distracting elements in the background.
· Always use a wide aperture so background elements do not distract from text (if placed on top) and to keep the subject the focus of the image.

Consistent Style and Branding
· Be sure to maintain consistency in color schemes, tone, and composition to create a cohesive look and reinforce the website's identity.
· Use natural lighting whenever possible for a consistent and flattering look. Avoid mixing different lighting sources as it can create color imbalances.

People & Emotion
· Always try and include images with people when possible to add a human touch and evoke emotion. People engaging with products or services can help create a sense of connection with the audience.
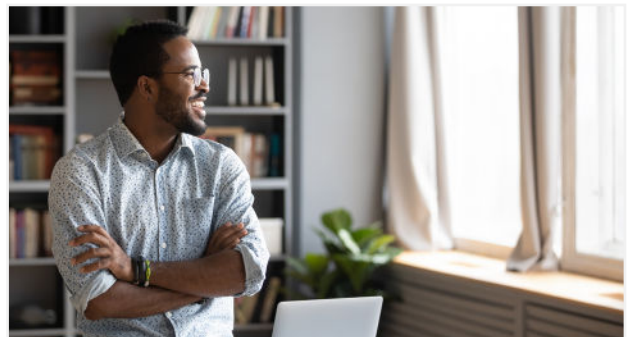
Authenticity
· Authenticity is key to building trust with website visitors. Use real people, genuine settings, and natural lighting to create a more authentic atmosphere in your photos.
· Capturing genuine moments that showcase positive experiences.

Inclusivity and Diversity
· Be mindful of representing diversity and inclusivity in your photos. Use a diverse range of models and subjects to create an inclusive and relatable environment.

Hero. (Target Audience)

Creative Direction: Capture authentic moments that showcase the hero's emotions, challenges, and aspirations. Use diverse individuals who represent the target audience, engaging in relatable activities.

Example 1: A close-up shot of a young professional gazing determinedly at their laptop, illustrating the hero's ambition and dedication to success.

Example 2: A family enjoying a fun outdoor activity, expressing joy and togetherness, reflecting the hero's desire for a fulfilling family life.

Example 3: A happy professional who is confident and content with the choices he has made that have brought him to where he is.

Guide (Business or Brand)
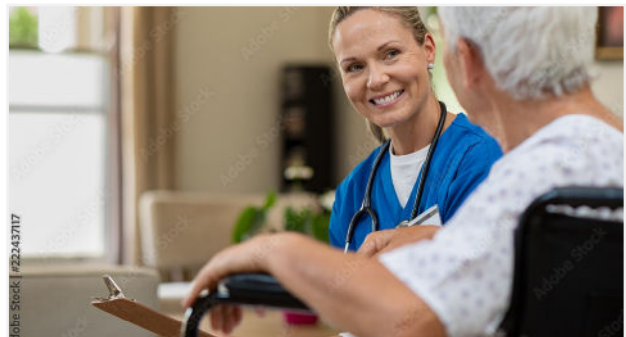
Creative Direction: Highlight the business's team members or representatives demonstrating empathy, expertise, and the guiding role they play. Showcase interactions with customers that convey trust and support.

Example 1: A team member listening attentively and offering advice to a customer, showcasing empathy and expertise in solving their challenges.

Example 2: An image of a customer shaking hands with a team member, symbolizing a partnership built on trust and reliability.

Example 3: A team member offering a comforting hand on the shoulder of a customer, demonstrating the guiding role with empathy.

Problem (Hero's Challege)

Creative Direction: Use visuals that evoke empathy and understanding of the hero's struggles. Showcase real-life situations where the hero faces their challenges.

Example 1: An image of a frustrated entrepreneur gazing at a computer with confused look, reflecting the hero's struggle with current workload.

Example 2: A person looking stressed while juggling work and family responsibilities, illustrating the hero's challenge of achieving work-life balance.

Example 3: A small business owner overwhelmed by paperwork and accounts, emphasizing the hero's struggle with financial management.

Solution (Product or Service)
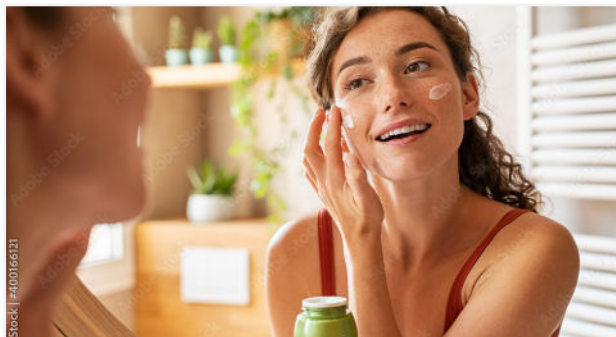
Creative Direction: Photograph the product or service in action, highlighting its features and benefits. Showcase images that clearly demonstrate how it addresses the hero's needs.

Example 1: A close-up shot of person using a cutting-edge smartphone with a crisp display and user-friendly interface, showcasing its advanced technology.

Example 2: A skincare product being applied, highlighting its rejuvenating effects and benefits for healthy skin.

Example 3: A couple who is happy and relieved to be working with a personal accountant illustrating the convenience and stress-relieving aspects.

Avoiding Failure (Consequences of Inaction)

Creative Direction: Use images that depict the potential negative outcomes of not using the solution. Create a sense of urgency for the hero to take action.

Example 1: A concerned individual looking at an unpaid bill, emphasizing the consequences of financial inaction.

Example 2: An image of a disappointed entrepreneur watching competitors succeed, illustrating the risk of falling behind due to inaction.

Example 3: A cluttered and unorganized workspace leading to decreased productivity, emphasizing the importance of taking action for improvement.

Gaining Success (Positive Outcome)

Creative Direction: Capture images of satisfied customers enjoying the benefits of the solution. Showcase the hero's potential for success.

Example 1: A family happily moving into a new home, signifying the joy of finding the perfect living space by using the business's real estate services.

Example 2: A team celebrating a successful product launch, illustrating the triumph of a collaborative effort.

Example 3: A happy couple thoroughly enjoying their retired life thanks to the retirement planning services they recieved.

Building Trust (Credibility + Testimonials)

Creative Direction: Photograph happy customers interacting with the brand. Capture genuine moments that showcase positive experiences and build trust.

Example 1: A testimonial photo/video shoot featuring a satisfied client sharing their success story, building credibility and trust.

Example 2: A testimonial photo of a satisfied client with a genuine smile, reaffirming the credibility of the business..

Example 3: A team member engaging in a friendly conversation with a long-time customer, showcasing a trusted relationship.

by

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