



# BRANDING

Create your unique Identity

Session 3

The headshot is like the logo for your personal brand.



The first impression with your prospects is important.

## What Makes A Good Headshot?

- It should quickly convey a personality and demeanor.
- It should be easy to see in small sizes (100-200px) around the web.
- It should ideally look like a slightly better version of yourself in real life
- It should stand out from other headshots around the web

Use the same headshot everywhere  
– it's your personal brand.



- Are you smiling?
- Is your face easy to see?
- Do you look friendly and welcoming?
- Is your photo clear and crisp?

Pay attention to framing, lighting, and background.

## Where you can put your Headshot on the web

- Twitter
- Facebook
- Blog comments
- Your bio page(s) on your website
- Instagram
- LinkedIn
- Email signatures
- Online communities
- Screenshots or embeds in people's blog post
- Cover photos for presentations



## Where you can put your Headshot on the web

- The background is too busy and doesn't make his face stand out
- There are funny shadows in his face, causing it to be dark
- It's bright outside, which is causing him to squint his eyes
- There was likely not any intention behind the "wardrobe"
- It is not cropped as a square  
(the dimensions of most social profile photos)
- It doesn't grab your attention or stand out





## Examples of good headshots



Notice how most of these photos have the person offset and not directly in the center





## Ideas for poses for your hero shot





## Ideas for poses for your hero shot





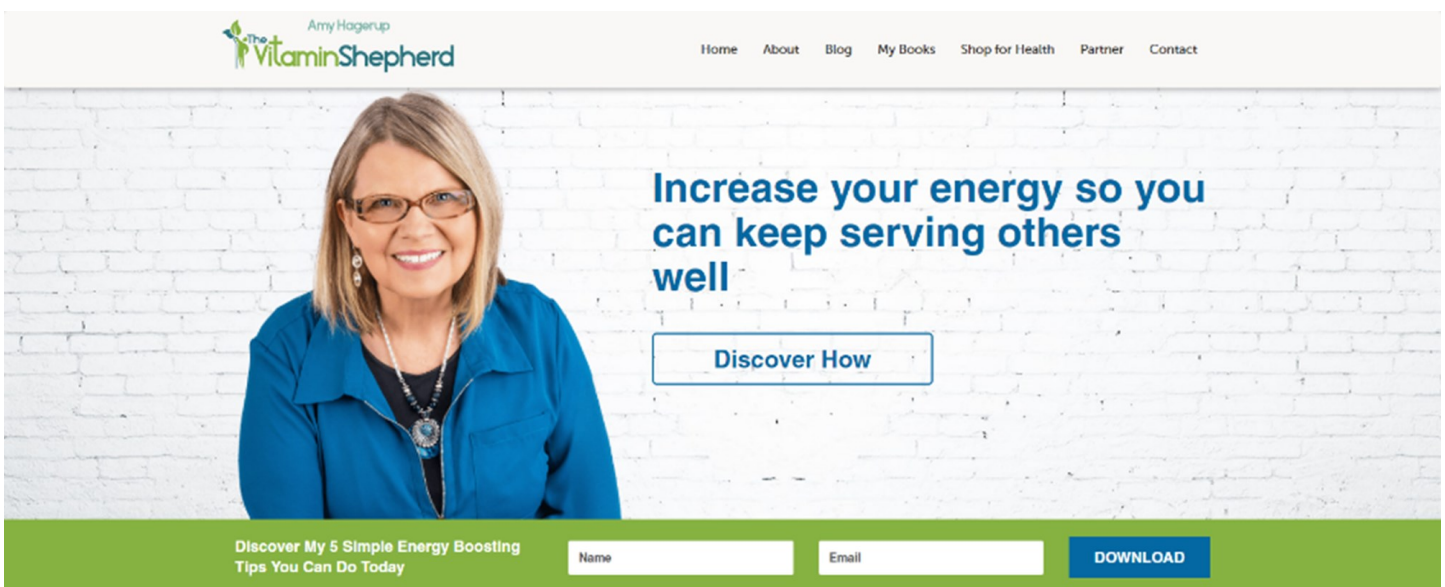
## Ideas for poses for your hero shot





- Consider hiring someone for a photo shoot
- If you do it yourself, ensure you have a great lighting
- Take photos from the waist up and have your headshot cropped

## Example of our best hero shots



Amy Hagerup  
**The Vitamin Shepherd**

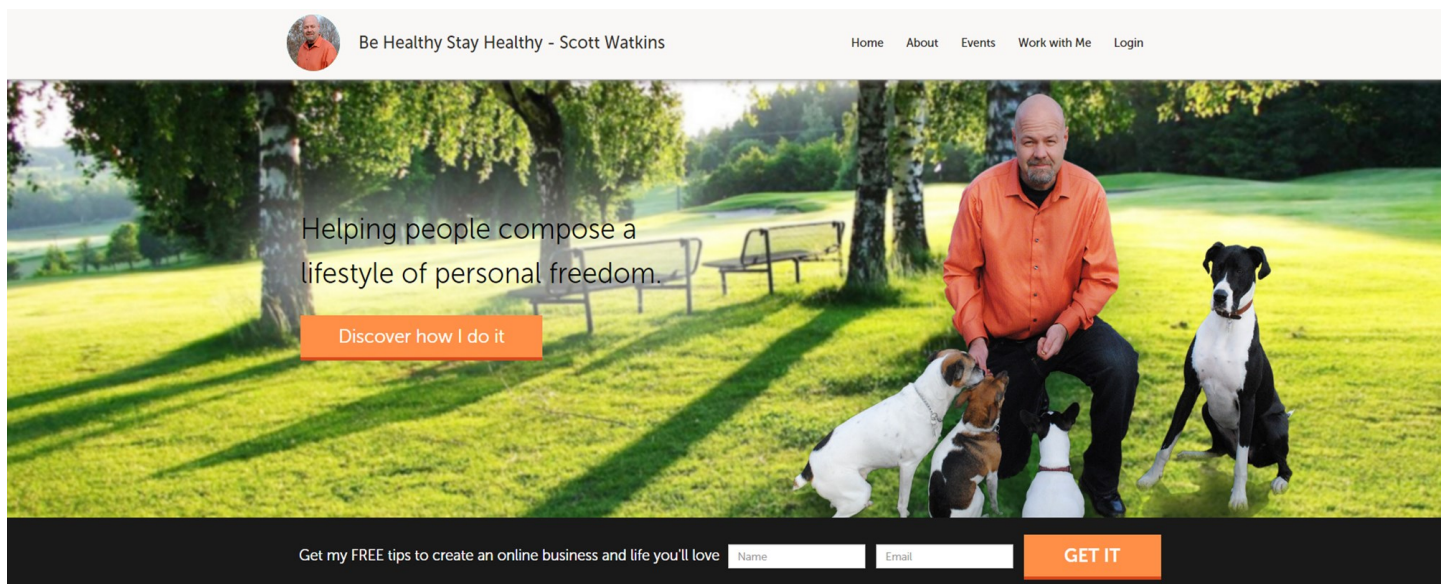
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Discover How

Discover My 5 Simple Energy Boosting Tips You Can Do Today

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 Be Healthy Stay Healthy - Scott Watkins

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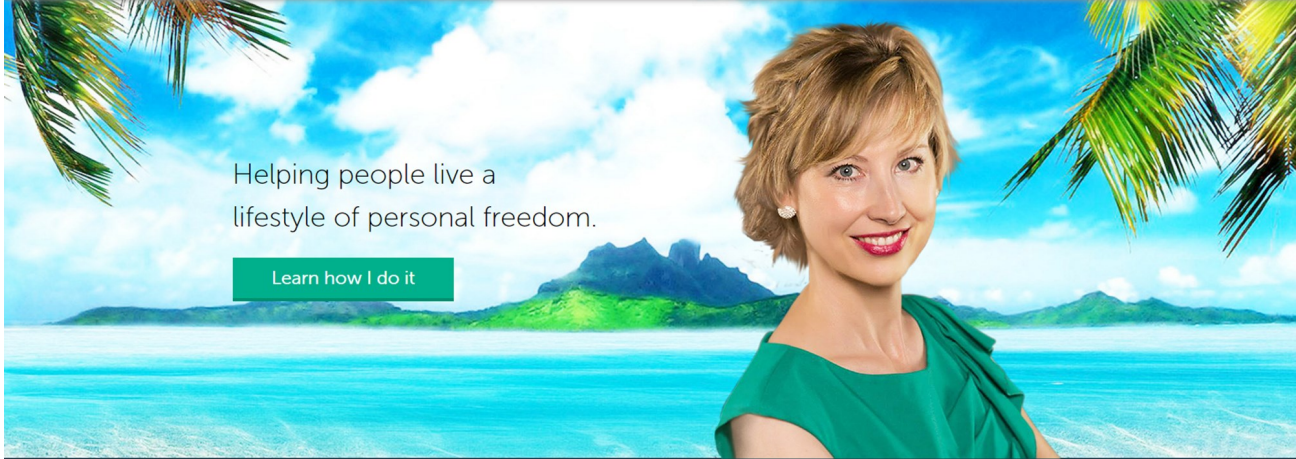
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Name  Email  [GET IT](#)

## Example of our best hero shots


 **Carla Clayton** Home About Events Blog Work with Me Login

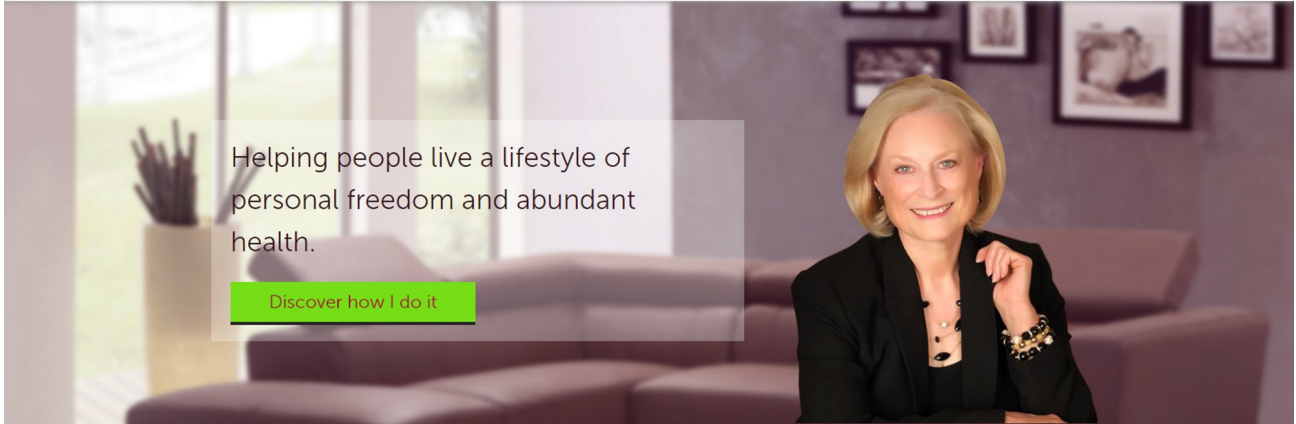


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 **Debbie Miller** Home About Events Blog Work with Me Login




Helping people live a lifestyle of personal freedom and abundant health.

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 **Sue Moore** Home About Events Work with Me Login



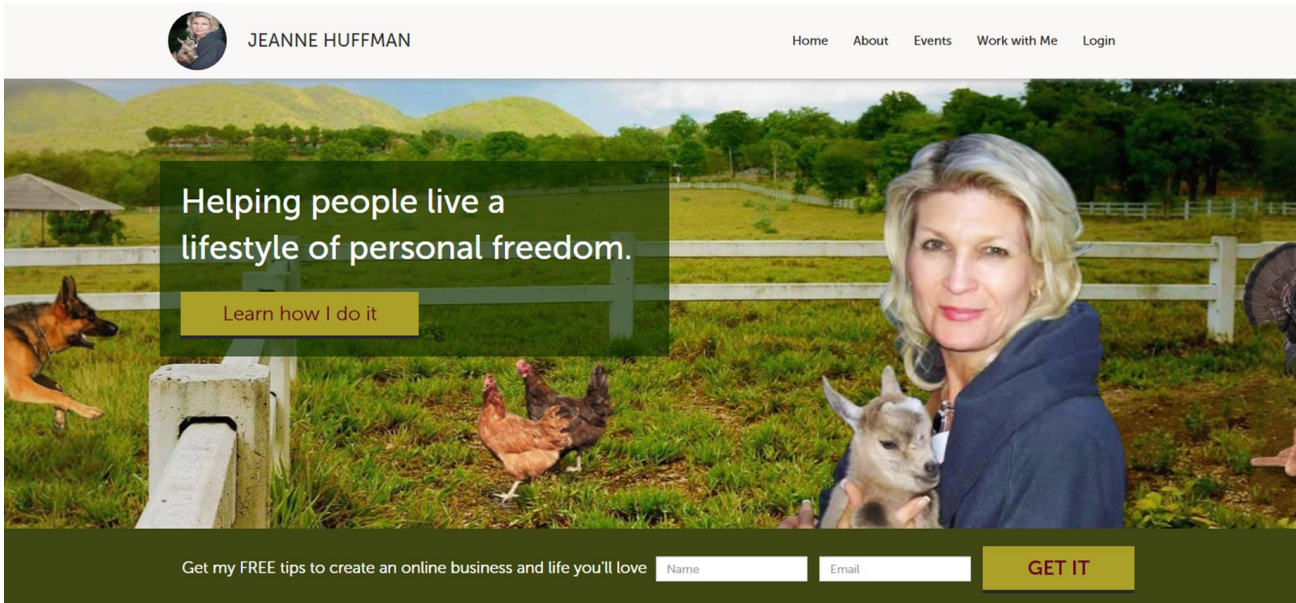
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## Example of our best hero shots



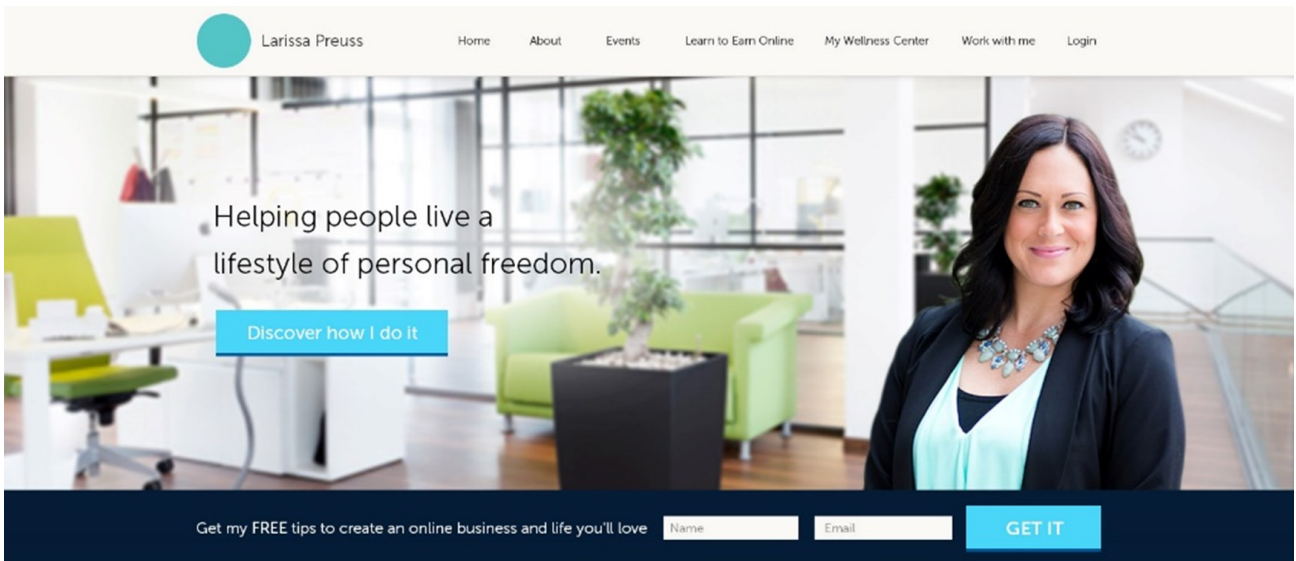
**JEANNE HUFFMAN** Home About Events Work with Me Login

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This hero shot features a woman, Jeanne Huffman, in a rural setting with a dog, chickens, and a deer. The text and call-to-action are overlaid on a semi-transparent dark green box.



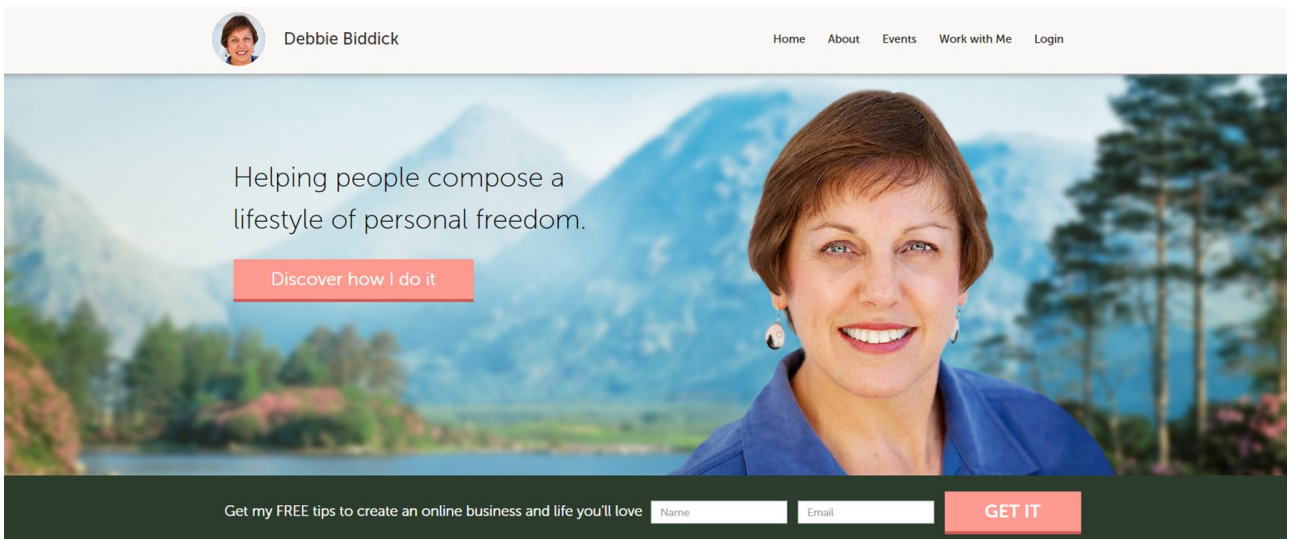
**Larissa Preuss** Home About Events Learn to Earn Online My Wellness Center Work with me Login

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This hero shot features a woman, Larissa Preuss, in an office setting. The text and call-to-action are overlaid on a semi-transparent light blue box.



**Debbie Biddick** Home About Events Work with Me Login

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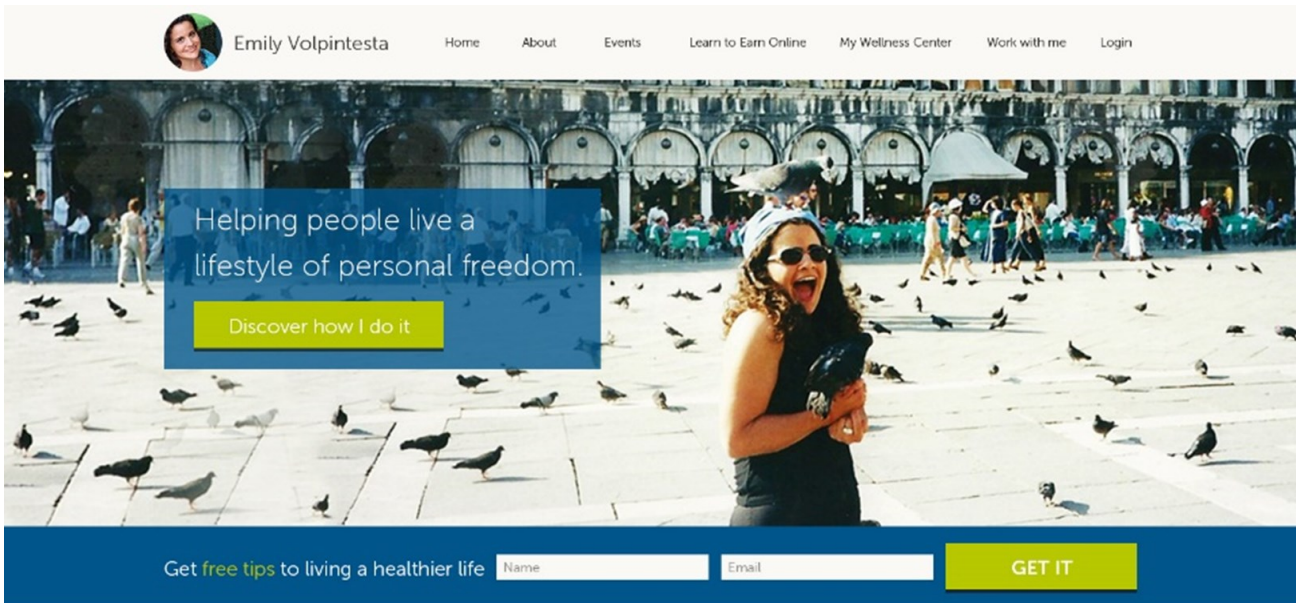
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This hero shot features a woman, Debbie Biddick, in a scenic mountain landscape. The text and call-to-action are overlaid on a semi-transparent light red box.



## Example of our best hero shots



Emily Volpintesta

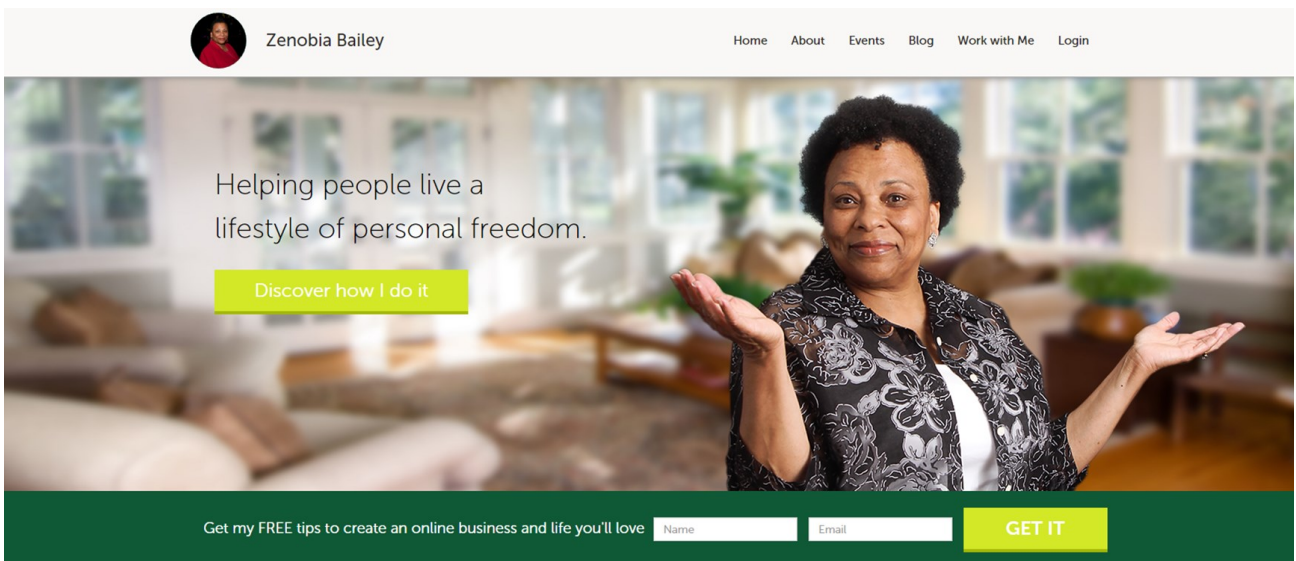
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Get free tips to living a healthier life   [GET IT](#)

This hero shot features a woman, Emily Volpintesta, in a public square filled with pigeons. She is wearing a dark top and a headband, and has a joyful expression. The background shows a large, ornate building with many arches. A blue semi-transparent box contains the text 'Helping people live a lifestyle of personal freedom.' and a yellow button that says 'Discover how I do it'. At the bottom, a dark blue banner contains the text 'Get free tips to living a healthier life' followed by two input fields for 'Name' and 'Email', and a yellow 'GET IT' button.



Zenobia Bailey

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This hero shot features a woman, Zenobia Bailey, in a well-lit living room. She is wearing a black and white patterned jacket and has her hands raised in a gesture of openness. The background shows a comfortable living room with a sofa and large windows. A white semi-transparent box contains the text 'Helping people live a lifestyle of personal freedom.' and a yellow button that says 'Discover how I do it'. At the bottom, a dark green banner contains the text 'Get my FREE tips to create an online business and life you'll love' followed by two input fields for 'Name' and 'Email', and a yellow 'GET IT' button.

## Assets to brand yourself

### 1. Personal Branding Domain







Example: [www.JodySteeg.com](http://www.JodySteeg.com)



### 2. Personal Branding Email

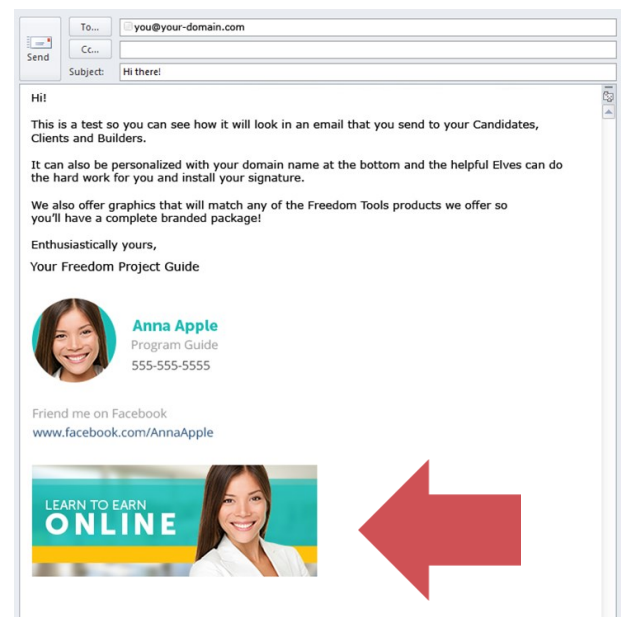
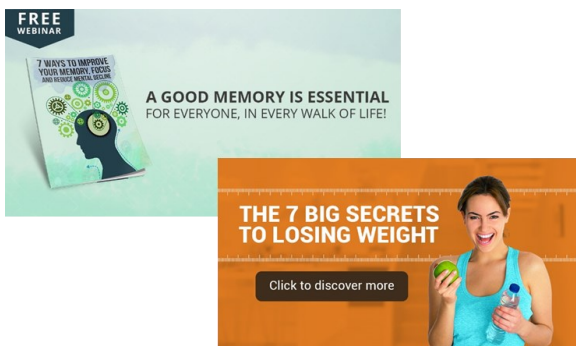
Example: [www.Jody@JodySteeg.com](mailto:www.Jody@JodySteeg.com)

Here are some of the benefits:

-  You promote your site with every email you send.
-  You'll build credibility with your prospects.
-  It's easier for people to remember.
-  You can choose your own name.
-  It's mobile, it goes where you go.
-  You own it.

### 3. Personal Branding Email Signature

Promote you, your social media profiles and include a compelling call to action with every email you send.



Use this space to give away one of your lead magnets with a call to action.

## Assets to brand yourself






### 4. Get Personal Branding Contact Cards

Make new connections & promote your website all in one card!

Creating new connections and driving traffic to your website is a key to success in Network Marketing.



These high quality double sided cards can help you:

-  Brand yourself as an expert in the industry
-  Create new connections on Facebook
-  Generate leads and promote your Hub Site
-  Get new likes on your Facebook business page
-  Connect with people you want to network with

### 5. Get a Custom Header for your Hub Site

Build trust and credibility with a unique image and color theme.

Your Hub Site currently has a generic header image and color theme.

You want your site to be unique!







Fan Page Jumpstart



Contact Cards



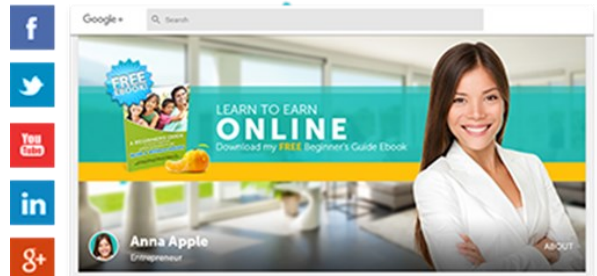
Email Signature



Custom Hub Site



Stand-alone Blog



Cover Images



**Your success in Shaklee starts with you!**

Check out our premium branding packages to help you **attract more leads and grow your Shaklee business.**



Our team of design experts have over 10 years of experience helping Shaklee distributors create great looking brands that attract prospects and grow businesses.

A typical agency can charge you thousands of dollars and not even get your branding on message. That is why we've developed our **premium branding packages**.

We wanted to create a simple and affordable way for you to get branded so you can get building.

### Premium Branding Packages

Let us help you look like the star you are with our professionally designed premium packages.





## Papaya Gold All-in Branding Pack

**\$997**  
Promo price

Regular Price: \$1497

**SAVE \$500**



5 custom cover images  
Facebook, LinkedIn, Twitter, Google+, Youtube

250 custom contact cards  
double sided w/ matte coating

Custom designed Hub Site  
Includes color theme and mobile update

Custom designed email signature  
Includes coding and installation

Facebook Fan page Jumpstart  
Includes 1 month free posting

### Stand-alone blog

Blog includes:

- Hub Site integration
- Google Analytics Integration
- Freedom Mail integration
- Facebook pixels
- Lead capture widgets for all LCW's on your MFB plan.

## Happy Coconut Branding Pack

**\$297**  
Promo price

Regular price: \$697

**SAVE \$400**



5 custom cover images

Facebook, LinkedIn, Twitter, Google+, Youtube

250 custom contact cards

double sided w/ matte coating

Custom designed Hub Site

Includes color theme and mobile update

Custom designed email signature

Includes coding and installation



## Green Mango Branding Pack

**\$247**  
Promo price

Regular Price: \$397

**SAVE \$150**



5 custom cover images

Choose 2 from:

Facebook, LinkedIn, Twitter, Google+, Youtube

250 custom contact cards

double sided w/ matte coating

Custom designed Hub Site

Includes color theme and mobile update

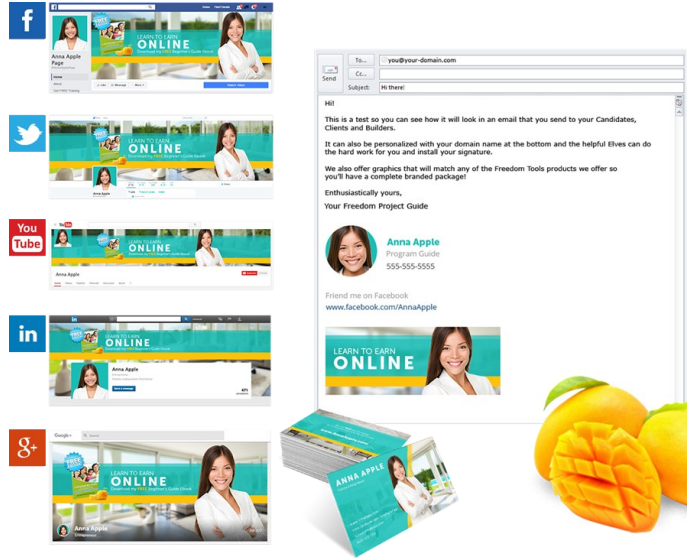
Custom designed email signature

Includes coding and installation

## Mini Mango Branding Pack



Regular price: \$247



5 custom cover images

Choose 2 from:

Facebook, LinkedIn, Twitter, Google+, Youtube

250 custom contact cards

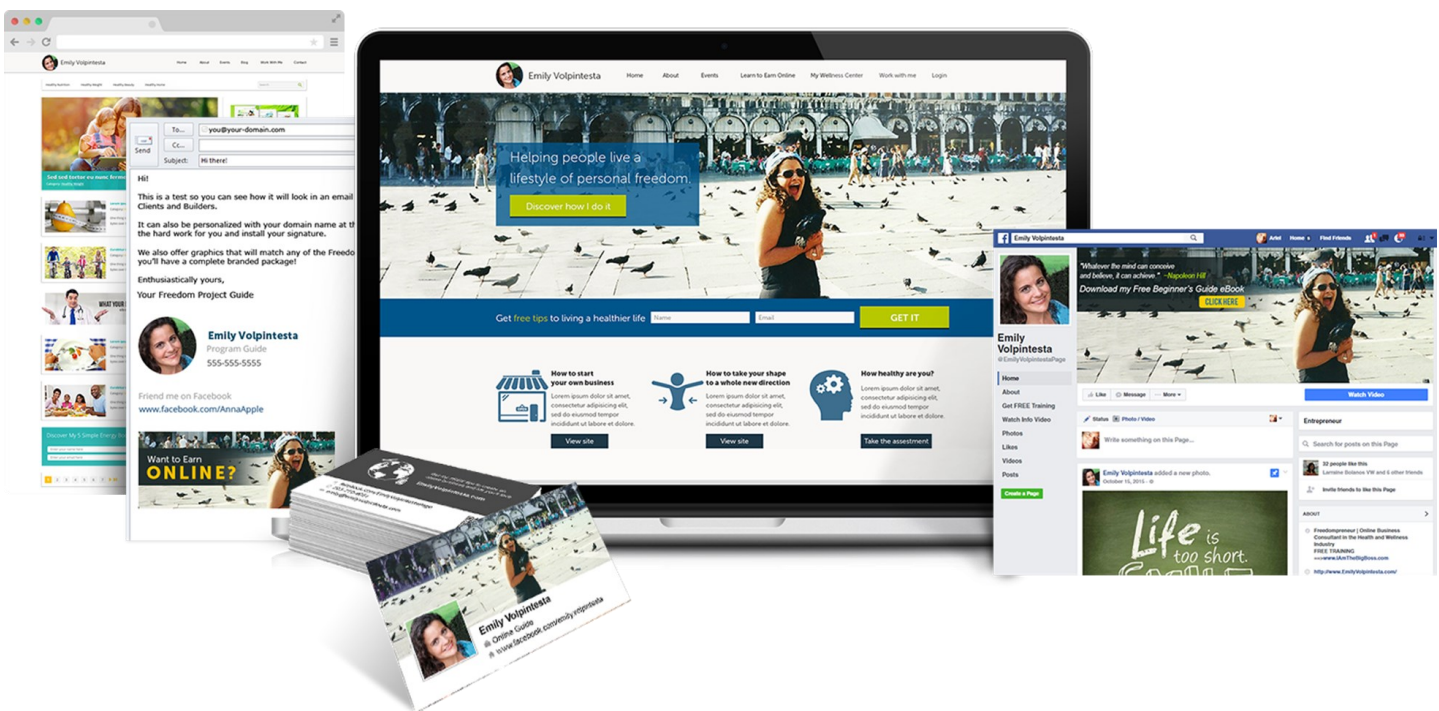
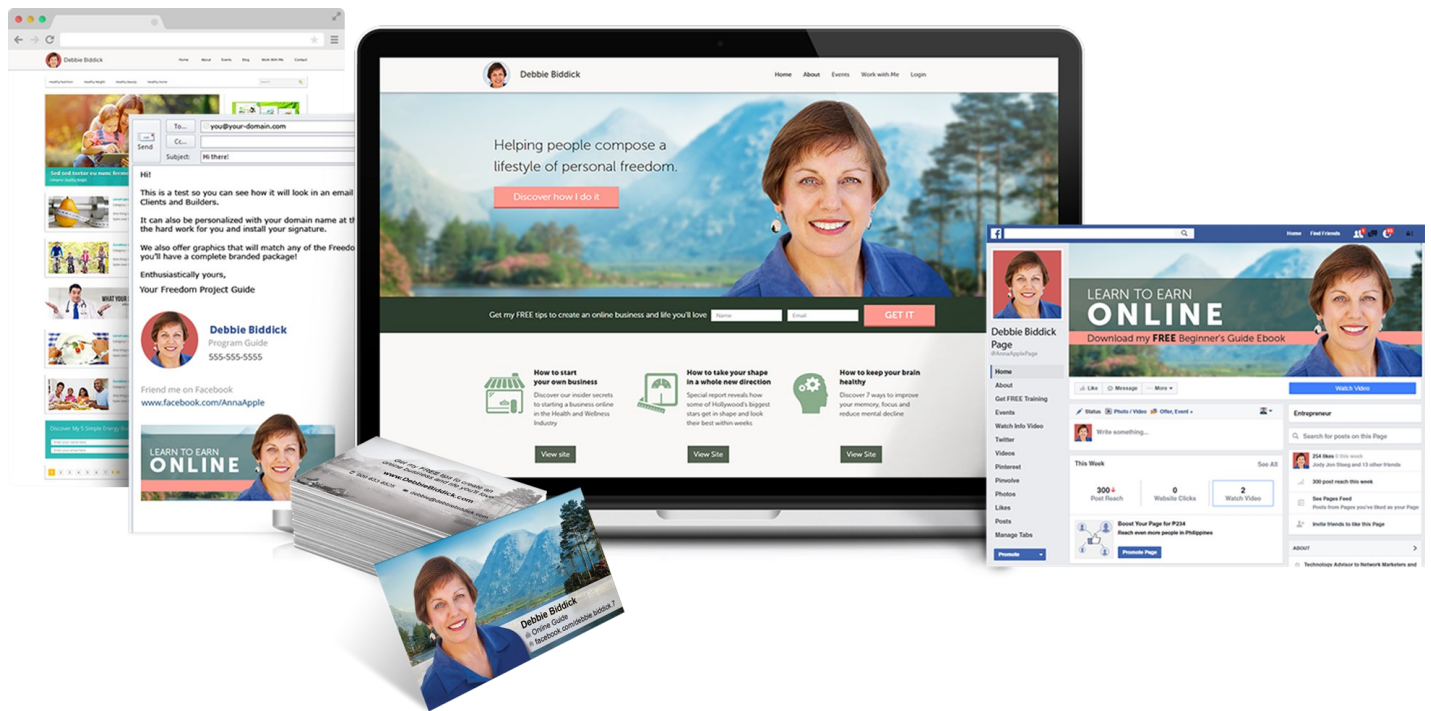
double sided w/ matte coating

Custom designed email signature

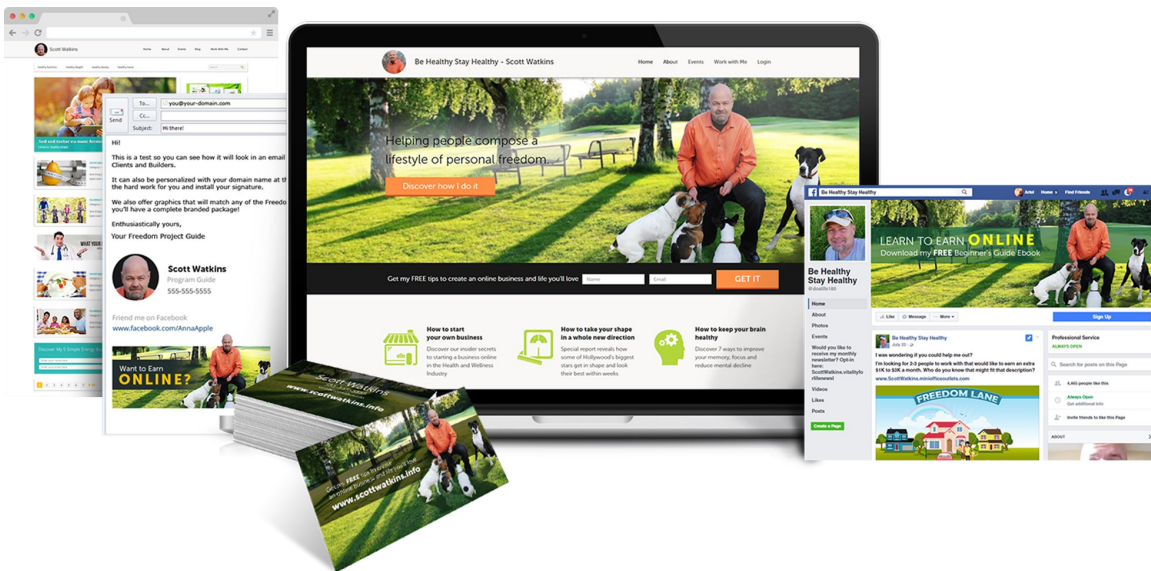
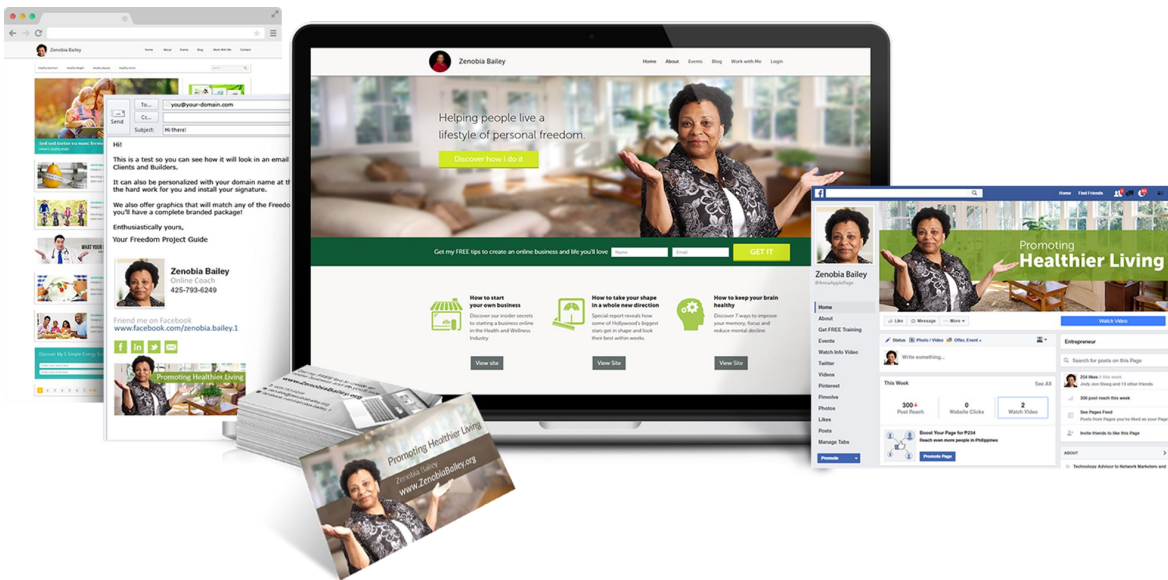
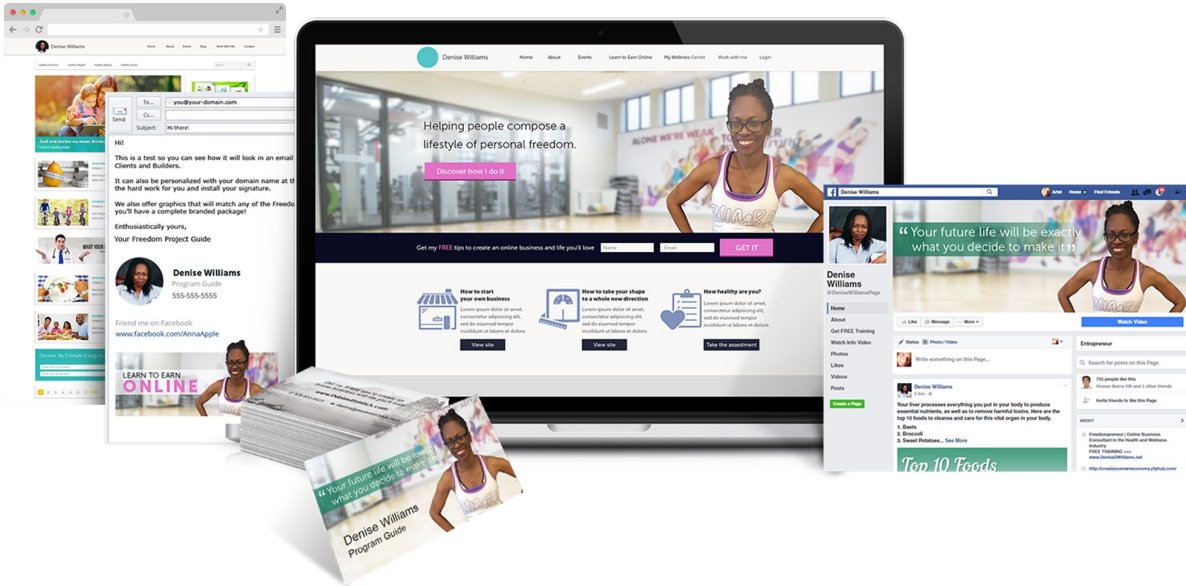
Includes coding and installation



Green Mango Branding Pack	Papaya Gold	Happy Coconut	Green Mango	Mini Mango
1 custom Facebook cover image	✓	✓	✓	✓
1 custom LinkedIn cover image	✓	✓	✓	✓
1 custom Twitter cover image	✓	✓		
1 custom YouTube cover image	✓	✓		
1 custom Google+ cover image	✓	✓		
250 custom contact cards double sided w/ matte coating	✓	✓	✓	✓
Custom design Hub Site	✓	✓	✓	
Custom design email signature	✓	✓	✓	✓
Stand-alone blog	✓			
Facebook Jumpstart	✓			
<b>Regular Price</b>	\$ 1,497	\$697	\$397	\$247
<b>Promo Price</b>	<b>\$997</b>	<b>\$297</b>	<b>\$247</b>	<b>\$147</b>
<b>You Save</b>	<b>Save \$500</b>	<b>Save \$400</b>	<b>Save \$150</b>	<b>Save \$100</b>







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## Join the Group!

[facebook.com/groups/yourfreedomproject2](https://facebook.com/groups/yourfreedomproject2)



## Follow us!



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[Pinterest.com/yourfreedomproject](https://Pinterest.com/yourfreedomproject)



[Twitter.com/Yfreedomproject](https://Twitter.com/Yfreedomproject)



[plus.google.com/+yourfreedomproject](https://plus.google.com/+yourfreedomproject)



[YouTube.com/c/yourfreedomproject](https://YouTube.com/c/yourfreedomproject)



[slideshare.net/yourfreedomproject](https://slideshare.net/yourfreedomproject)

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