

EXCEL



QUARTER 1 2023

# Branding Photo Guide



# What are branding photos and why are they so important?

Personal branding photos are professional images of you that display your brand and personality.

What's the only thing that sets you apart from other agents online? YOU. Incorporating professional branding photos into your feed will help you to leave a memorable impression and come across as professional, modern, and consistent.

## Ready to build a strong online presence?

Think of this guide as a personal assistant to help you prepare for a successful photo shoot. The guide is filled with poses and prop ideas, upcoming holidays, and location ideas for your shoot day.

# Quarter 1 2023 Holidays

A list of national and fun holidays coming up next quarter to keep in mind during your shoot. *Please note that this is just a generic, random list of holidays that may apply in social media marketing. Do not rely on this list for the most important holidays.*

## January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 NEW YEARS DAY	2 WORLD INTROVERT DAY	3 MIND-BODY WELLNESS DAY	4 WORLD BRAILLE DAY	5 NATIONAL BIRD DAY	6 EPIPHANY / CUDDLE UP DAY	7 ORTHODOX CHRISTMAS
8 NATIONAL BUBBLE BATH DAY	9 LAW ENFORCEMENT APPRECIATION	10 NTL HOUSEPLANT APPRECIATION	11 HUMAN TRAFFICKING AWARENESS	12 NATIONAL PHARMACIST DAY	13 NATIONAL GLUTEN-FREE DAY	14 DRESS UP YOUR PET DAY
15 MARTIN LUTHER KING'S BIRTHDAY	16 MARTIN LUTHER KING DAY	17 PROHIBITION BEGINS	18 NATIONAL THESAURUS DAY	19 NATIONAL POPCORN DAY	20 CHEESE LOVERS DAY / DJ DAY	21 NATIONAL HUGGING DAY
22 ROE V. WADE	23 NATIONAL PIE DAY	24 INTL DAY OF EDUCATION	25 OPPOSITE DAY	26 NATIONAL SPOUSES DAY	27 INTL HOLOCAUST REMEMBRANCE	28 NATIONAL DAISY DAY
29 NATIONAL PUZZLE DAY	30 BUBBLE WRAP APPRECIATION DAY	31 NATIONAL BACKWARD DAY				

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## February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 BLACK HISTORY MONTH	2 GROUNDHOG DAY	3 WOMEN PHYSICIANS DAY	4 WORLD CANCER DAY
5 WORLD NUTELLA DAY	6 NATIONAL FROZEN YOGURT DAY	7 SEND A CARD TO A FRIEND DAY	8 NATIONAL KITE-FLYING DAY	9 NATIONAL PIZZA DAY	10 WORLD PULSES DAY	11 THOMAS EDISON'S BIRTHDAY
12 SUPER BOWL SUNDAY	13 GALENTINE'S DAY / EPILEPSY DAY	14 VALENTINE'S DAY	15 INTL CHILDHOOD CANCER DAY	16 WORLD ANTHROPOLOGY DAY	17 RANDOM ACTS OF KINDNESS DAY	18 MAHA SHIVARATRI
19 TUG OF WAR DAY	20 PRESIDENTS' DAY	21 MARDI GRAS	22 ASH WEDNESDAY / MARGARITA DAY	23 NTL BANANA BREAD / CHILI DAY	24 INTL STAND UP TO BULLYING DAY	25 NATIONAL PANCAKE DAY
26 NATIONAL PISTACHIO DAY	27 NATIONAL POKEMON DAY	28 RARE DISEASE DAY				

# Quarter 1 2023 Holidays

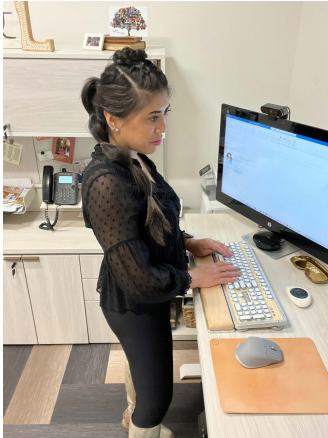
A list of national and fun holidays coming up next quarter to keep in mind during your shoot. *Please note that this is just a generic, random list of holidays that may apply in social media marketing. Do not rely on this list for the most important holidays.*

## March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 WOMEN'S HISTORY MONTH	2 READ ACROSS AMERICA DAY	3 EMPLOYEE APPRECIATION DAY	4 NATIONAL GRAMMAR DAY
5 GRANDMOTHER'S DAY	6 NATL DAY OF UNPLUGGING	7 WORLD PLANT POWER DAY	8 INTERNATIONAL WOMEN'S DAY	9 NATIONAL POPCORN LOVER'S DAY	10 INTL DAY OF AWESOMENESS	11 JOHNNY APPLESEED DAY
12 DAYLIGHT SAVING TIME STARTS	13 NATL GOOD SAMARITAN DAY	14 PI DAY/ START OF MARCH MADNESS	15 WORLD CONSUMER RIGHTS DAY	16 NATIONAL CORN DOG DAY	17 ST. PATRICK'S DAY	18 AWKWARD MOMENTS DAY
19 NATL LET'S LAUGH DAY	20 1ST DAY OF SPRING / INTL DAY OF HAPPINESS	21 INTL DAY OF FORESTS	22 1ST DAY OF RAMADAN & WORLD WATER DAY	23 NATL TAMALE DAY / NATL PUPPY DAY	24 NATL CHEESESTEAK DAY	25 INTL WAFFLE DAY
26 NATIONAL SPINACH DAY	27 WORLD THEATRE DAY	28 RESPECT YOUR CAT DAY	29 NATL MOM & POP BUSINESS OWNERS DAY	30 NATL DOCTORS' DAY	31 NATIONAL CRAYON DAY	

# Specific Poses

These will coordinate with an upcoming post on the content calendar for Quarter 1.



- **Holding out your Seller Guide and Buyer Guide \*You could also hold up a blank clipboard and add the cover of your guide as an image in Canva!**

- Writing in a journal (New Years Resolutions/Goals)

- Holding or tending to a house plant



- **Working on writing in a Valentine \*We just cut out heart shapes on pieces of papers in this example**

- Holding out or throwing a football (Superbowl Sunday!)

- You "cleaning" - Spring Cleaning is coming up!



- **Holding out your rider with your info, or a business card**

- Holding your sold sign rider or putting it on your for sale sign

- Putting your sale sign in a yard, or standing with your sale sign in front of a house

# Specific Poses

These will coordinate with an upcoming post on the content calendar for Quarter 1.



■ **"Checking items" off of a clipboard/iPad**

■ Doing something "non-glamorous" for a listing - like wiping the windows down or vacuuming

■ You at popular local spots - working at a coffee shop, on a popular street in town, etc.



■ **Over the shoulder of your website or landing page that you direct your audience to.**

■ You cozied up with your drink of choice - coffee, tea, cocktail, etc

■ You with your ladies - International Women's Day

■ You acting at "No" holding a stop sign, making an expression, etc



■ **"Staging" or arranging decorations in a home**

■ You celebrating - popping champagne, jumping for joy, popping confetti, etc.

■ You "shh"ing with your finger of your lips (telling a secret!) 🤫

# Lifestyle Poses

These will go with various posts, including some from the "Specific Poses" list and can be used for pretty much anything. Use these images as inspiration or copy them as they are!



- **Holding out keys: sitting down, standing in front of a door, etc.**
- You smiling, working at your computer at a table
- Sitting on a kitchen counter with your drink of choice
- Working on your computer at a kitchen counter



- **Talking on the phone: walking, leaning against desk, sitting at desk**
- You holding any and all of your sign riders
- Arms crossed, leaning against a wall or desk, smiling
- You opening the front door as if welcoming a client in



- **Sitting at your desk, smiling down at your phone**
- Over the shoulder of you working: Looking at your website, fake contract or house images



# Your Poses

Use this list to add any additional shots you want to get. Remember to consider your niche, upcoming milestones, and any upcoming local events.

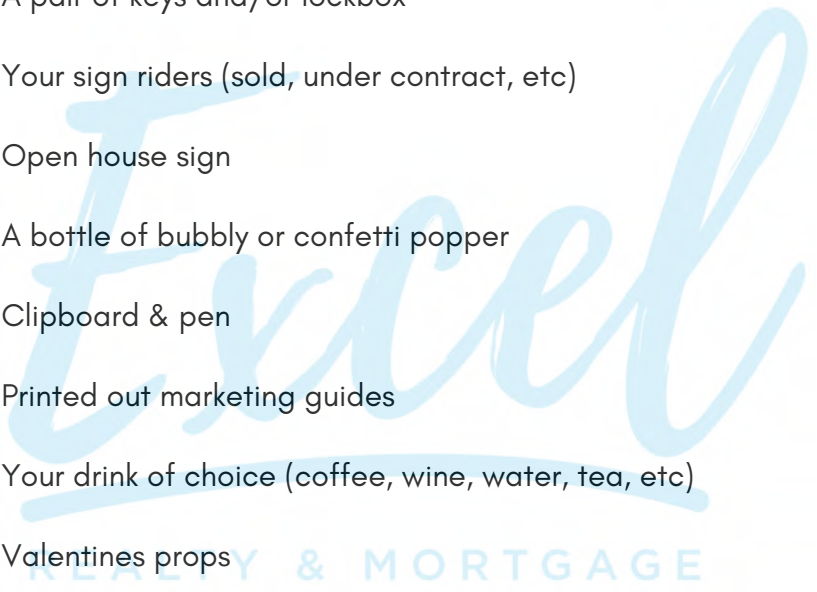
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# Prop Checklist

Use our suggestions from our shot list or add your own

- Work supplies: Laptop, phone, calculator
- A pair of keys and/or lockbox
- Your sign riders (sold, under contract, etc)
- Open house sign
- A bottle of bubbly or confetti popper
- Clipboard & pen
- Printed out marketing guides
- Your drink of choice (coffee, wine, water, tea, etc)
- Valentines props
- A football
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(Example Version)

EXCEL

# Photoshoot Schedule

TIME 11:00 am

WHO Louisa

WHERE Kitchen

OUTFIT Outfit 1: white pants

## SHOTS & VIDEOS TO GET

- Holding laptop
- Making a coffee
- Working at counter
- Opening oven for cookies
- Sitting on counter

- Reel: Sipping coffee
- Reel: Lipsync reel
- Reel: Pointing reel
- \_\_\_\_\_
- \_\_\_\_\_

TIME 11:30 am

WHO Louisa & Toshina

WHERE Dining room

OUTFIT Louisa outfit 1, Toshina outfit 2

## SHOTS & VIDEOS TO GET

- Working at laptops
- High-fiving
- Cheersing coffees
- Over the shoulder of website
- Showing C something

- Reel: Behind the scenes
- Reel: Answering FAQs
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# Photoshoot Schedule

TIME \_\_\_\_\_

WHO \_\_\_\_\_

WHERE \_\_\_\_\_

OUTFIT \_\_\_\_\_

## SHOTS & VIDEOS TO GET

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TIME \_\_\_\_\_

WHO \_\_\_\_\_

WHERE \_\_\_\_\_

OUTFIT \_\_\_\_\_

## SHOTS & VIDEOS TO GET

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