

BUILDING A PERSONAL BRAND

BY ÖZGE EKİN GÜN

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AS A BUSINESS OWNER



OVERVIEW

1. *What is stopping you from sharing your work?*
2. *Why personal branding is #1 tool for success?*
3. *How do we brand?*
4. *Why do you need to niche down and how to do it?*

5. *Photography Bonus:*

- *When to use professional images of yourself vs your own camera pictures?*
- *Learning to get comfortable with taking your own photos.. (Resources)*
- *How to decide which brand pictures you need?*



ABOUT ME

ÖZGE EKİN GÜN

PERSONAL BRANDING IMAGE CONSULTANT

*Helping business owners and entrepreneurs
create an impact by elevating their branding*



PERSONAL BRANDING – YOUR MAGIC TOOL

*Everyone is a personal brand.
How you choose to cultivate that brand is a choice.
If you do not create your branding,
people will label you with whatever they like,
the world will decide who you are, not you.*

A COMPLETE GUIDE FOR STRONG VISUAL IDENTITY

BUILDING YOUR PERSONAL BRAND

For Massive Social Media Growth

Özge Ekin of Lens and She





1. WHAT IS STOPPING YOU FROM SHARING YOUR CONTENT?

- *Not ready*
- *Not good enough?*
- *Afraid of what people think?*
- *You are not sure what you will share?*



*building
confidence,
defining your
why...*

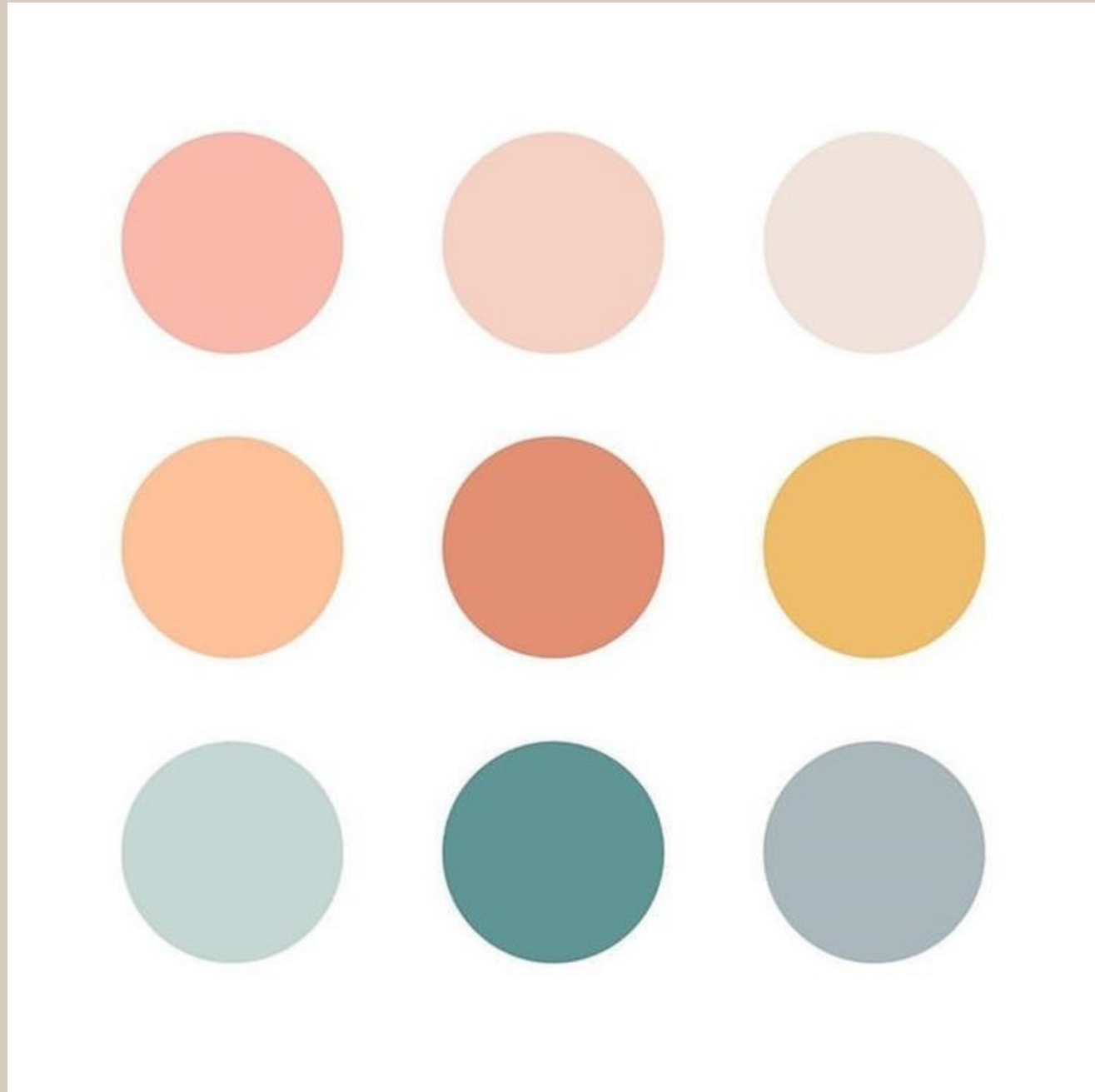
There is a gap between who you are and who you want to be, you must be comfortable with this gap and also should be looking forward to the journey to close this gap. Not be afraid of it. It is like ordering food in a really good restaurant, and expecting exactly what you ordered. You should be as sure as your outcome as your expectancy in that restaurant.



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2. WHY PERSONAL BRANDING IS THE NUMBER 1 TOOL FOR SUCCESS?

- fast recognition*
- building trust with your target audience*
- give yourself authority in your niche*



3. HOW DO WE CREATE A PERSONAL BRAND?

Colour psychology

"Colour works at a subconscious level, faster than words or images and creates a gut response. By understanding how colour psychology works, you can style a brand identity that feels as good as it looks"

The easiest way to do this is to use Canva. First go to the images you saved and google "Hex Code Finder", you should be able to find image colour picker site. You can upload these colour images, hover over the colours and find the hex codes. Save these in Canva, under your "Brand Kit".

Now everytime you pick a template to create a social media post, Canva can apply these colours to your template. Go to Style and apply to these to your templates.

You can use these as backgrounds for your images to make your feed more consistent. Use them in you client guides, ebooks, posters.

When you are taking your pictures, wear these colours, choose a lipstick, nail polish, headphones, have a coffee cup, coaster with these colours. Use them in your photographs.



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4 . HOW TO DEFINE YOUR NICHE AND FIND YOUR FOCUS? AND WHY DO WE NEED TO NICHE DOWN?

Narrowing down your audience might sound counter intuitive but trust me this will revolutionize your business.

Once you know who your specific target audience is, you will be more productive, will attract the right clients who will buy from you and will nourish you!

In my photography business, for years I tried to do everything, from brand photos, to family, new born and maternity. I did not see any specific growth until branding became my thing. The thing I was known for.

That does not mean that you have to shut down every other possibility but focus on getting known with one specific thing! For example "I help mompreneurs with designing their Squarespace websites" is not same with "I help women designing their website". The latter is SO general. And the former lands clients right away.

So write your bio and USP (unique selling proposition) with this in mind and keep it in the notes app, so everytime someone asks you what you do you reply with these specific lines. Write it on your Instagram bio, on your LinkedIn.



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5. PHOTOGRAPHY BONUS

- When to use professional images of yourself vs your own photos
- Learning to get comfortable with taking your own pictures
- How to decide which brand pictures you need

01 How to decide which pictures you need

What kind of pictures will represent you the best way for your personal brand. How to be intentional, create the feeling you want to communicate. You will learn everything from colour psychology to branding wizardry that will help you build a strong visual identity.



If you are a coach, you will need to show your face more than a business owner with a product to sell.

In this case your glasses, lipstick, your backdrop and your outfit should have these colours in them.

If you are a product based business, you should still incorporate your hands, your process that goes into making, selling these products, so have your hands in the pictures, wearing gold or silver colour rings, nail polish representing your colours.

If you are a service based business, your ebooks, guides, website should be all aligned with the season you choose.

How to take your own pictures

You can create professional looking headshots and social media posts with only your smart phone. You just need to know these 5 tricks..

02

03 How to use these pictures

How to share them, where and when to post them. You will learn everything you need to know about using these pictures for the most impact.

How to grow and monetize

04

You are on your way to your professional growth. Now it is time to build trust and monetize your content in 4 simple steps.



1. Lighting
2. Background
3. Technicals
4. How to Pose
5. Editing

1. Instagram
2. TikTok
3. Youtube Shorts
4. Pinterest

1. Niche down
2. Build trust
3. Create assets
4. Create Sales Funnels



PERSONAL BRAND PHOTOGRAPHY GUIDE



PHOTOGRAPHY BY

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SUMMARY

why personal branding is important

how to create a successful branding by niching down

how and which images to use to establish a successful brand.

THANK YOU

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