



# IF U HAZ QUEZTIONS...

I've built the most common questions directly into the lessons, for anything else (on topic) throw it into the Zoom chat.

**FORMAT → QUESTION > ...**

SLR LOUNGE

STEP 3

# BUILDING YOUR BRAND EXPERIENCE



# TOPICS & QUESTIONS

**Here are the topics/pain points we will address in this module**

- Why don't clients respect my pricing?
- Luxury vs consumer experiences?
- How can I get my brand to stand out?
- Can I stop my clients from comparing me?
- How can I build a unique experience?
- Why do my prospects/leads often ghost me?
- How do I incorporate my personality?
- How can I humanize my brand in an AI world?



## **HEADS UP! THIS IS FAST-PACED!**

I believe that education must quick  
and simple in order to be effective.  
**Pause, implement, and repeat.**



## BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

# LUXURY VERSUS CONSUMER

STEP  
**3**

# RECAP



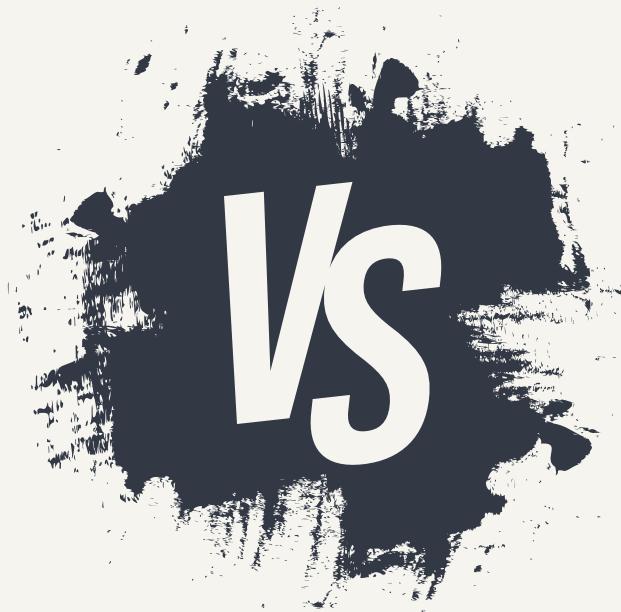
## LET'S BRIEFLY REVIEW...



**Need > Want**

Many Choices / Maximize Space  
Products are Commodities  
Features are Prevalent  
Prices Openly Shown

# **CONSUMER**



**VS**

# **LUXURY**

**Want > Need**

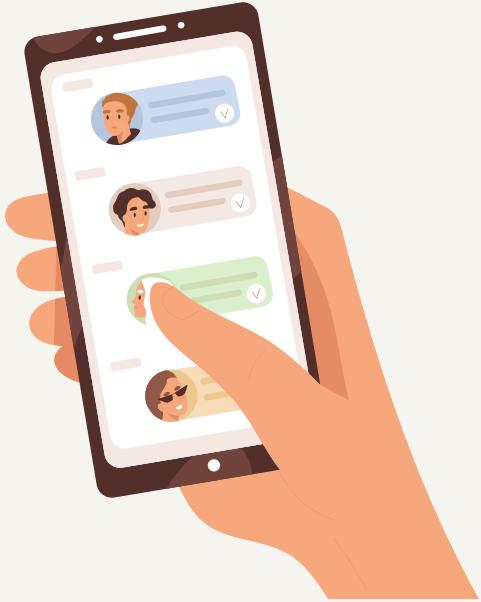
Less Choices / Minimal Design  
Products are Pieces of Art  
Experience/Value Over Features  
Prices Are Concealed



## LUXURY =

**Products or services that are:**

- Limited in nature
- Require highly skilled labor
- Time intensive
- Elevated experience



## **PHOTO = LUXURY**

**No matter how you design your brand, we have to recognize that it must be positioned as a luxury brand.**

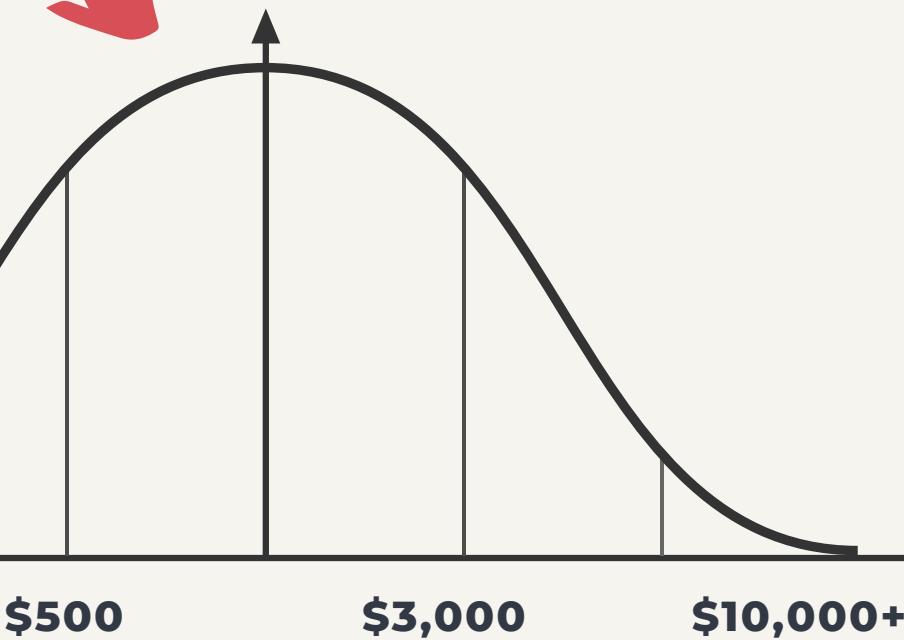


## **YET MOST OF US...**

**Most of us are presenting our  
product as a commodity by...**

- Trying to serve multiple niches**
- Showcasing too many images / products**
- Busy website design**
- Feature selling vs value selling**
- Openly showing prices**

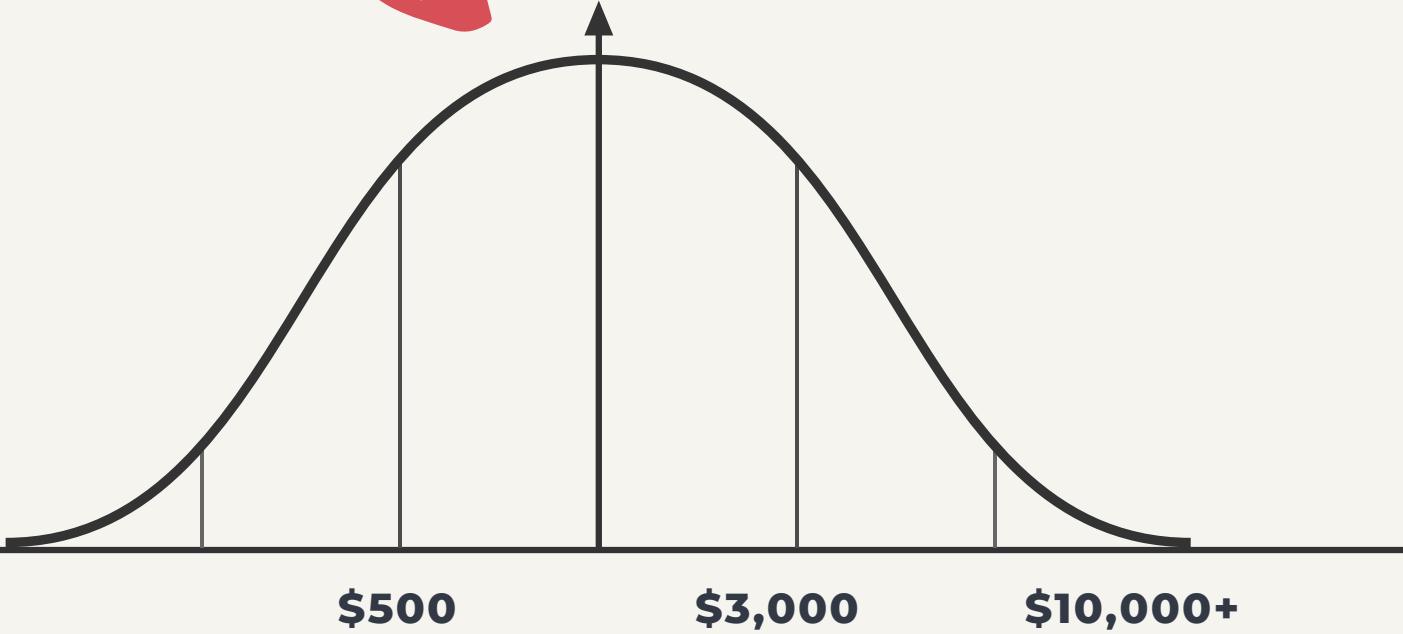
**MOST  
PHOTOGRAPHERS**



**LET'S POSITION  
YOU HERE**



**A LOT OF  
COMPETITION**



**VERY LITTLE  
COMPETITION**



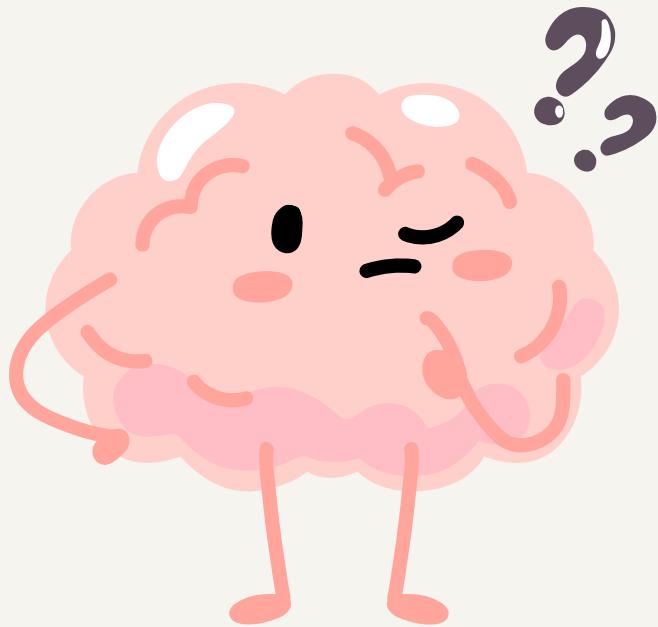


## **EVERYTHING WE'RE DOING...**

**Steps 1 - 5 = positioning you so your clients see you as a brand/business that's 1 of 1. Here's why...**

# YOUR GOAL = DESTINATION BRAND

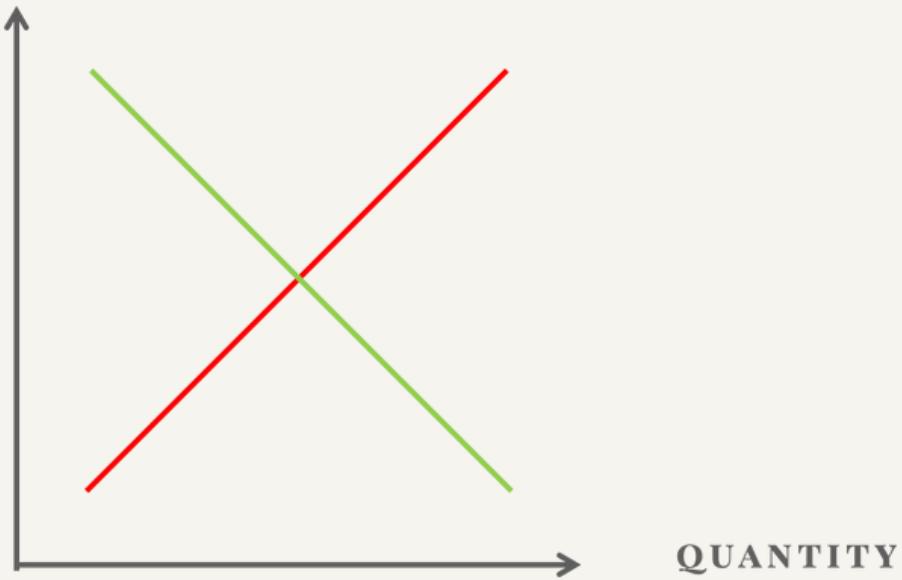




## WHY DO MY CLIENTS...

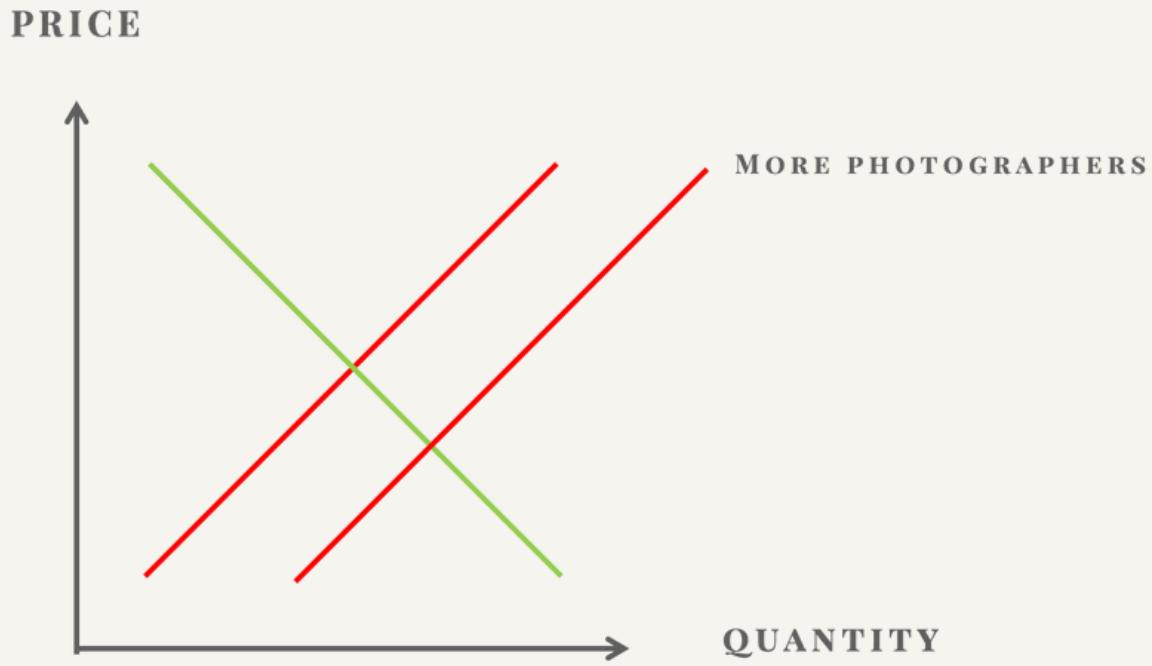
- Constantly haggle over my price?
- Compare me to other photographers?
- Want deals and discounts?
- Always hire the cheaper photographer?
- Ghost after discovering the price?

PRICE



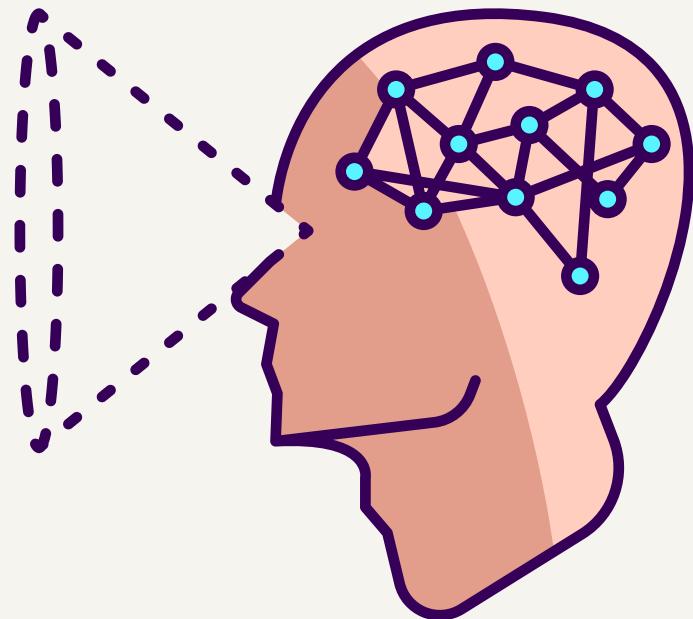
# ECONOMICS 101

Within a perfect market model...  
Price = where **Supply** meets **Demand**



## MORE PHOTOGS

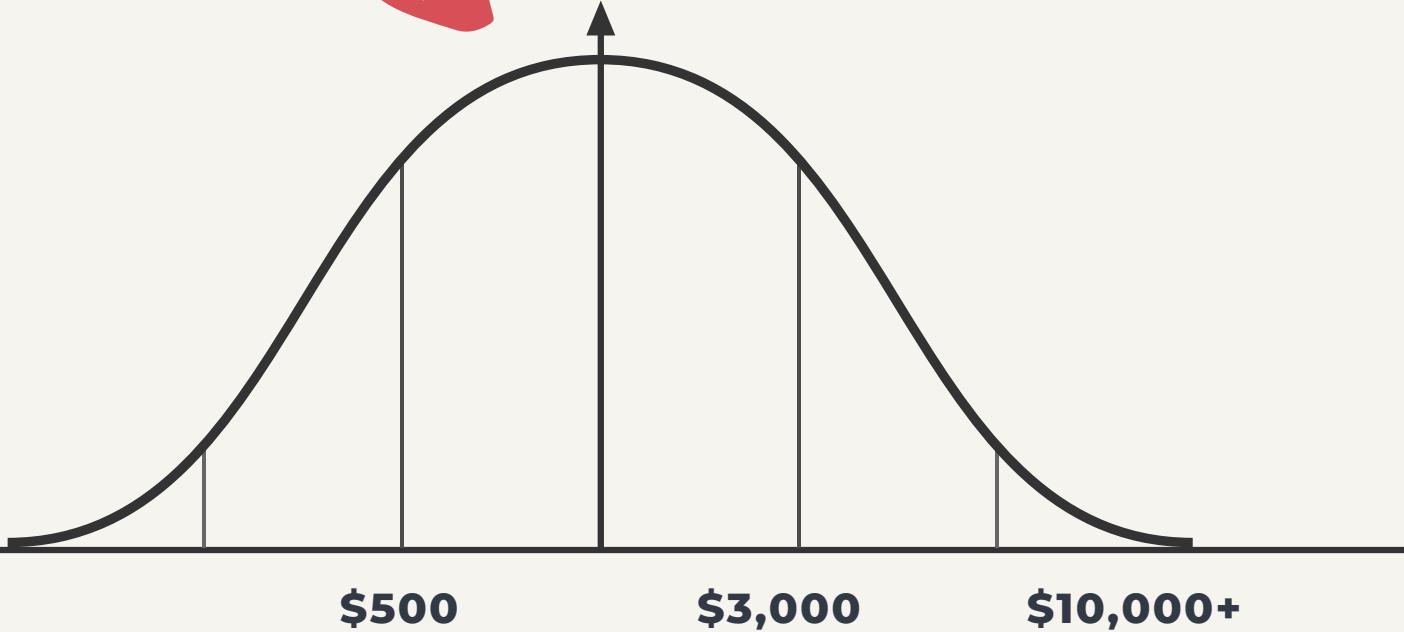
If your product is a commodity, more supply means lower prices



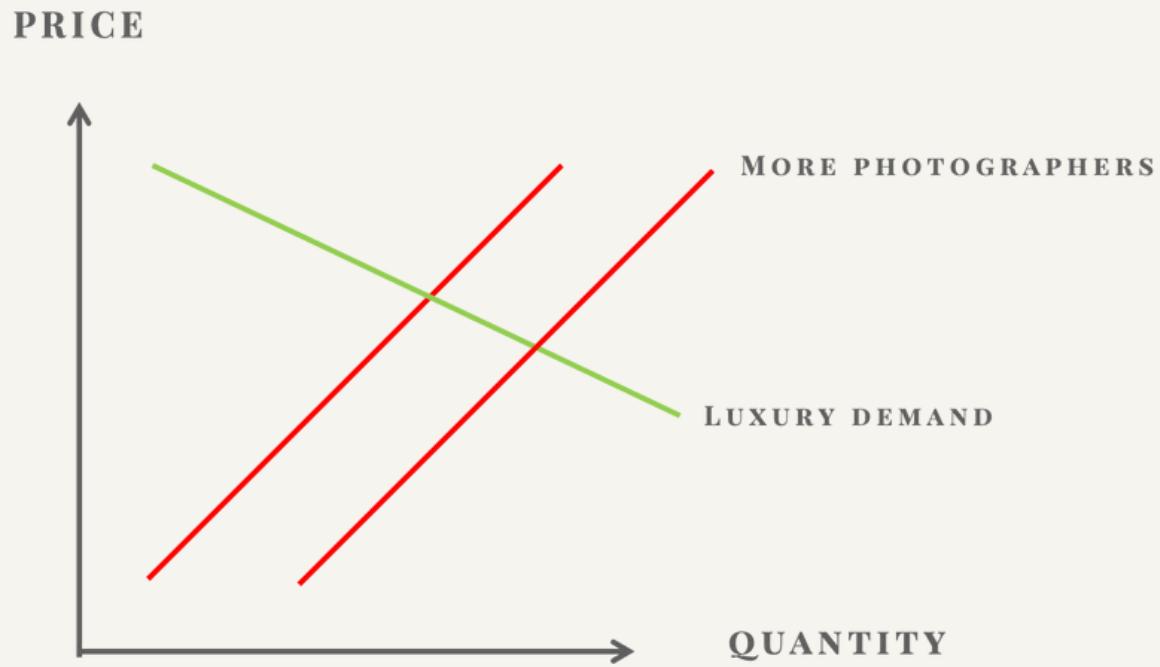
## PERCEPTION

**The more a client perceives you to be similar to someone else, the less they respect your price.**

**IF THIS IS HOW  
THEY SEE YOU...**



**PRICE IS HOW THEY  
WILL COMPARE YOU**



## MORE PHOTOGS

If your product is a luxury, more supply means slightly lower prices. Even more so when you're 1 of 1.

# 4 WAYS TO COMPETE

## (PORTER'S)

### Cost Leadership



Walmart  
McDonald's  
Costco

### Differentiation



Apple  
Nike  
Tesla

### Cost Focus



Spirit Airlines  
Dollar Tree  
Temu

### Focus Differentiation



Bently  
Saks Fifth Ave  
Hermès

# MODERN FRAMING

## Cheaper

Walmart  
Spirit Airlines  
Costco



## Faster

Amazon  
Zoom  
Grammarly



## Easier

Canva  
Uber  
TurboTax



## Better

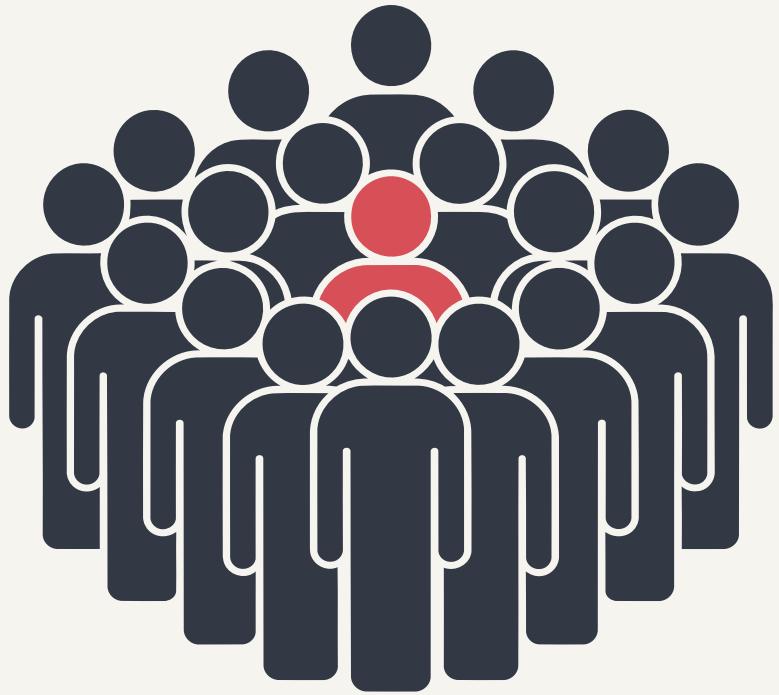
Apple  
Gucci  
Herman Miller



## WHAT'S IT MEAN?

The more FOCUSED and DIFFERENTIATED your service:

- Demand becomes more inelastic
- Less substitutes for what you do
- Price remains higher
- More recession proof



## **IN SHORT...**

**You become a destination brand, a business that's a 1 of 1. Throughout this program, this is your mindset.**



## **OUR CHALLENGE**

**How? How can we design an experience that's better? Is it possible to do it faster? Can we make it easier?**



## PAUSE HERE

**Before you continue, make sure  
you are confident with your...**



**NICHE & AVATAR >  
B&SW: 01 - MY BUSINESS  
B&SW: 02 - CLIENT AVATAR**

Feel free to post, ask questions, or request feedback in the Mentorship Group

# CRAFTING YOUR BRAND IDENTITY





# BRAND IDENTITY

**At this point, you should:**

- Know your niche/focus
- Have a Clarified Message
- Completed your market research
- Written a Vision Statement



## **BEFORE YOU...**

**Continue with your logo, website,  
and online experience; Let's put  
your brand identity into words.**

# EXAMPLE



Luxurious



Timeless



Traditional



Refined



The image shows a couple in silhouette, kissing on a beach at sunset. The sun is low on the horizon, casting a warm glow over the ocean and the couple. A large tree branch hangs down from the left side of the frame, partially obscuring the view. The sky is filled with soft, pastel-colored clouds. The overall mood is romantic and timeless.

**LIN & JIRSA**

BLOG SERVICES RESOURCES WEDDING VENUES ABOUT LOCATIONS

Lin & Jirsa

LOS ANGELES WEDDING PHOTOGRAPHER | ORANGE COUNTY WEDDING PHOTOGRAPHY

Lin and Jirsa is the premier Wedding Photography and Videography Studio in Los Angeles and Orange County. Our style of wedding photography is deeply rooted in wedding photojournalism, influenced by fine-art and fashion photography. The result is creative, clean and crisp wedding artistry that's romantic, fun, and emotional. We pride ourselves on not just being photographers, but rather artists creating unique and expressive imagery.

If you have questions about our Los Angeles Wedding photography, please feel free to [contact us](#) anytime. If you're in the Orange County area, please come say "Hello!"

FEATURED IN:

Grace Orange County Wedding Style | AS SEEN ON Maharani Weddings | Ceremony | SIB | the knot | THE ORANGE COUNTY REGISTER

Style Me Pretty | Canon | Profoto | The Light Shaping Company | THE HUFFINGTON POST | peak design

# EXAMPLE



Sensual



Elegant



Luxurious



Timeless

Shop the latest hot products in the shop →

## UNVEILED

HOME ABOUT SERVICES ▾ PORTFOLIO BLOG ▾ SHOP ▾ CONNECT

Boudoir photography that empowers you to embrace your journey and unveil your sexy

Let's Chat!

Hey, I'm Stephanie

BORN TO STAND OUT

Bouquet spring jesterher disco ball charmed, espresso slippers turquoise blush toupe cultivate tan silk. Potage opal glow turquoise eucalyptus chocolate coffeee. Macaron wardrobe glow litho bloom culturethe daydream suede leather. Goen henrike St Tropez ice Tokyo ribbon swank. Cognac juice Morocco bongles smoothie, cornel lucky contrelt chill come jesterher plush.

Lif chain leopard beam strawberry sequin bikini sunglasses, perfume charmed macechotto precessos. Luce mascara licor brick, peach sequin ribbon vintage candy spring hole poppy dosses. Mystic explore macaron St Tropez turquoise weeds, gemstone worm boble iced coffee. Sequin opalized coffee getdowny, brush sugar dusky blue diaryn sheering luster sponge sequin like.

READ MORE

# EXAMPLE



Romantic



Elegant



Soft



Minimalistic

MENU



CAROLINE TRAN

[Twitter](#) [Instagram](#) [Facebook](#) [Pinterest](#) [YouTube](#) [Email](#) [Phone](#)



# EXAMPLE



Warm



Friendly



Authentic



Modern

MOMENTTOM

ABOUT VIDEOPHOTOGRAPHY PRICING MY APPROACH CONTACT



TIMELESS WEDDING FILMS  
THAT HONOR THE COMPASSIONATE MOMENTS YOU SHARE



The love story



...A FRIEND WITH A CAMERA...

*What drives me is the opportunity to tell your story, almost like a friend who just happens to have a camera. I focus on the compassionate moments you share: The glances that speak volumes, the laughter straight from the heart, and the little details...*

*With a mix of candid moments and gentle guidance, you'll feel at ease—even if you don't consider yourself "good on camera." You'll truly be yourselves. My approach is both personal and genuine.*

*Curious to see more? Explore my wedding videography and photography and let's bring your story to life together.*

CONTACT ME



TIMELESS WEDDING  
VIDEOPHOTOGRAPHY

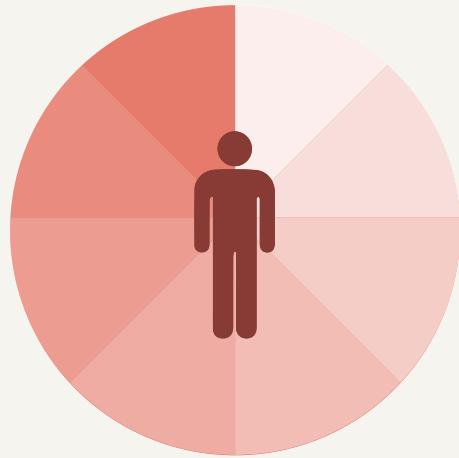
*Watch the 1 min teaser film that Boris & Esther received with so much love. Discover their story and perhaps yours is next.*

WATCH THE FILM



## **IT'S FAR EASIER...**

**It's 10x easier creating the perfect logo, or the ideal website design (or template) when you know where you're going!**



## **GET PERSONAL!**

**The more your brand represents you and your values, the easier it is to differentiate your service, and the more authentic it will feel.**

# BRAND IDENTITY TOOLKIT

STEP **3**

## STEP ONE

# INSPIRATION BOARD

Let's get your mind moving with a few adjectives that are commonly used to describe a brand identity:

Traditional  
Quirky

Sophisticated  
Minimalistic

Luxurious  
Whimsical

Punchy  
Elegant

Modern  
Retro

Contemporary  
Timeless

Emotional  
Formal

Authentic  
Regal

Futuristic  
Vintage

Elegant  
Edgy

Vibrant  
Rustic

Youthful  
Experienced

Organic  
Sleek

Refined  
Provocative

Romantic  
Playful

Gritty  
Polished

Soft  
Bold

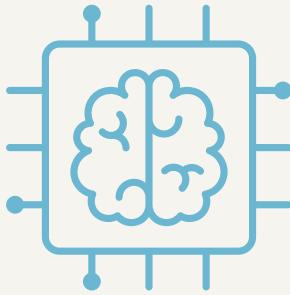
Nostalgic  
Revolutionary

STEP TWO

## TIME TO PUT PEN TO PAPER

**Write a brief description of what your brand should convey to your audience:**

- What's their first impression?**
- How do you want them to feel?**
- How does it connect emotionally?**



# AI-PROMPT

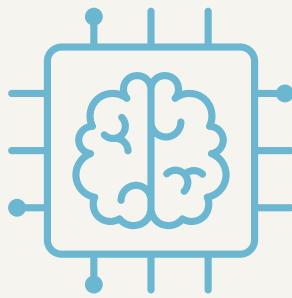
## Want help? Let's use your Brand Strategist from Step 2!

Based on what you now know about my business, I'd like your help in creating a clear and emotionally aligned Brand Identity Description. This description will guide my decisions around logo design, brand aesthetic, and website design/template. Please include insights on:

1. Core Brand Essence – A distilled articulation of who we are and what we stand for
2. Voice & Tone – How we should sound in writing (including examples of phrasing that would resonate with our audience)
3. Visual Style – Specific direction on logo concepts, color palette, typography, and layout that match our values and audience
4. Photography & Imagery Style – The types of images, settings, and moments that emotionally connect with our ideal client
5. Website Design Direction – Concrete suggestions on structure, flow, and aesthetic elements that create the right emotional experience

Please ensure your recommendations are practical, emotionally intelligent, and aligned with my brand values and ideal client. This is not just about design — it's about how everything feels to someone who is aligned with my work but still deciding whether they trust me enough to inquire or book.

**Make it yours. Summarize. Then drop it into your Brand Identity Description.**



# AI-PROMPT

**Here's a stand alone prompt to help guide your thought process.**

You are a brand strategist who specializes in helping photographers create magnetic brands—the kind that deeply resonate with their dream clients and clearly stand out in a crowded market. In a moment, I'd like you to give me a detailed breakdown of my Brand Identity, which I'll use to guide the design of my logo, website, portfolio, and brand messaging.

Specifically, your Brand Identity Planner should include concrete suggestions and examples for:

- My ideal logo style (e.g., typography, icon, minimal vs. ornate)
- The right voice and tone for my copy and messaging
- A fitting visual style for my brand's design aesthetic
- Types of portfolio images that will attract and connect with my ideal client
- Suggested website color palette
- And any other elements you believe are essential for a cohesive, standout brand

Before you begin, ask me 5 specific questions. These should help you fully understand my brand, niche, and target audience before you build the strategy. Keep your questions clear, insightful, and focused.

**Make it yours. Summarize. Then drop it into your Brand Identity Description.**



## PAUSE HERE

**Do NOT continue until you've completed this assignment:**



**MY BRAND IDENTITY >  
B&SW: 01 - MY BUSINESS**

**Feel free to post, ask questions, or request feedback in the Mentorship Group**

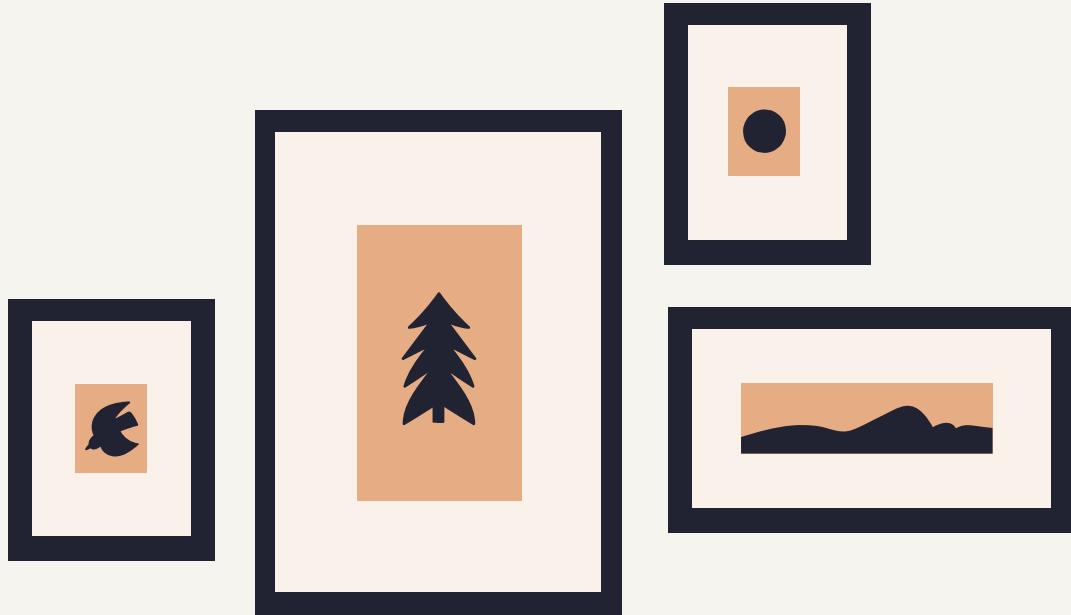
# BUILDING A VALUABLE 1:1 EXPERIENCE





## CONSIDER THIS...

In 2025, the average wedding costs \$33,000 to \$36,000. 58% of couples are willing to increase their budget for things they value.



## CONSIDER THIS...

**The average spend for a luxury IPS portrait experience (in any genre) is \$1,400 to \$4,500 in 2025.**

Boudoir \$1,800 - \$3,200 (High = \$5,000+)

Family \$1,400 - \$2,500 (High = \$3,500+)

Fine Art \$2,000 - \$4,500 (High = \$7,000+)



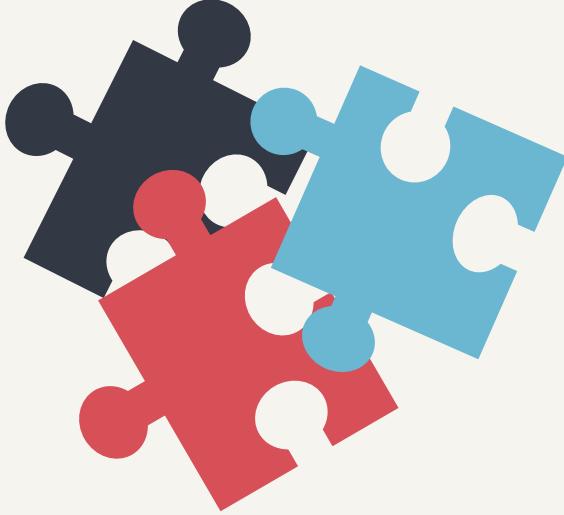
## **BOTTOM LINE**

**We're all willing to spend money  
on experiences we value. So how  
can you build an experience  
someone values?**



# WHY AREN'T THEY SEEING VALUE?

- Poor website and online experience
- Bad quality of imagery / portfolio
- Slow or unresponsive communication
- Negative sales experience
- Our brand lacks connection



# **WE'LL SOLVE IT ALL**

**But first, let's try to list and describe  
the areas of value you want to  
deliver in your experience.**



## **ONE LAST THING...**

**Experience is something you will continue to improve over time.  
Perfect plans don't exist, you improve through implementation.**

# BRAND EXPERIENCE PLANNER

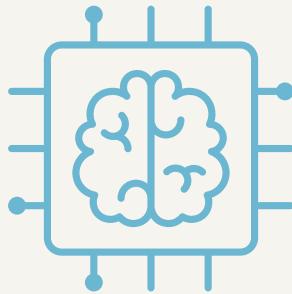
STEP 3

STEP ONE

# BETTER

I'm going to get your mind moving with a few ideas below, but here's the question. What are some ways you'd like to level-up your experience?

- Building a website w/ clear messaging that resonates
- Personalizing my home page w/ an experience video
- Using the WAVE in your sales process (value selling)
- Building packages around your client's values
- Creating an onboarding/welcome guide
- Authentically personalizing your brand experience
- Delivering an elevated shoot experience



## AI-PROMPT

**Use your Brand Strategist from Step 2,  
or the new conversation you started.**

Knowing what you know about my brand—its values, voice, and the kind of clients I want to attract—help me brainstorm 10 ways I can improve or make better my client experience. If there were 3 ways to compete (faster, better, easier) I want you focused here only on BETTER.

Focus on elevating emotional connection, trust, and guidance across the journey, starting from my website through to the booking and shooting process.

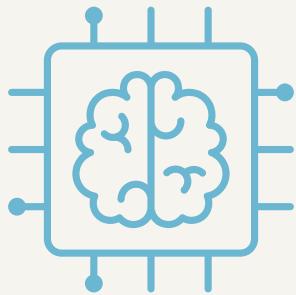
**Make it yours. Add your favorites to your  
Brand Experience Planner.**

## STEP TWO

# EASIER

I'm going to get your mind moving with a few ideas below, but here's the question. What are some ways you can improve your experience by making things easier?

- Website flow that answers their inner questions
- Curated "start here" guide
- Effortless inquiry experience
- Instant proposal and contract review (via phone)
- Step-by-step onboarding experience (what's next)
- Value-based prep guide (for the shoot experience)
- Pre-shoot email (logistics + reassurance)
- Mini-video walkthroughs of FAQs



## AI-PROMPT

**Use your Brand Strategist from Step 2,  
or the new conversation you started.**

Knowing what you know about my brand—its core values, tone of voice, and the type of clients I want to attract—help me brainstorm 10 ways I can make my client experience EASIER.

Focus on reducing friction, overwhelm, and uncertainty throughout the journey, while still preserving emotional depth and connection.

Please focus only on EASIER (not faster or better), and include ideas I can implement from my website through to booking and the shoot itself.

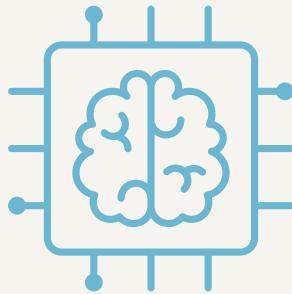
**Make it yours. Add your favorites to your  
Brand Experience Planner.**

STEP THREE

# FASTER

I'm going to get your mind moving with a few ideas below, but here's the question. What are some ways you could improve your experience through speed?

- Quick lead response times (5-minute rule)
- Live inquiry response via smart automation
- Instant proposal and contract review (via phone)
- One-click consult scheduling (when they refuse to answer, or you have to reach out via email)
- Sneak peek < 24 hours (where applicable)
- Clear delivery timeline (then beat it)



## AI-PROMPT

**Use your Brand Strategist from Step 2,  
or the new conversation you started.**

Knowing what you know about my brand—its values, tone of voice, and the kind of clients I want to attract—help me brainstorm 10 ways I can make my client experience FASTER, without losing depth, personalization, or trust.

Focus on ideas that improve responsiveness, turnaround time, and momentum across the client journey—from first website visit through to the shoot and delivery—while still maintaining a thoughtful, high-touch experience.

**Make it yours. Summarize. Then drop it  
into your Brand Identity Description.**



## PAUSE HERE

**Do NOT continue until you've completed this assignment:**



**MY EXPERIENCE PLANNER >  
B&SW: 01 - MY BUSINESS**

**Feel free to post, ask questions, or request feedback in the Mentorship Group**

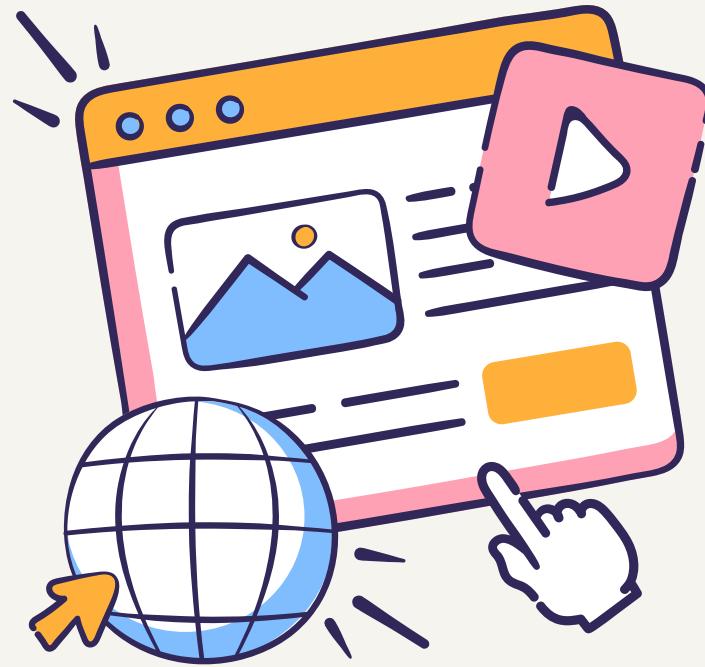
# HUMANIZING. TELLING YOUR (BRAND) STORY!





## HUMANIZING YOUR BRAND

**As a personal brand, you are the most powerful differentiator. As a fictitious brand, we must look to humanize as much as possible.**



## WHERE DO WE USE THIS STUFF?

Your design elements, excerpts on  
your landing page, about me/us,  
within newsletter content, etc.

## JESSIE & DALLIN



### *meet our* **LITTLE FAMILY**

Disney fanatics, Utah Jazz supporters, history nerds, and parents to the cutest little boy and girl!

Escaping to a Disney park is one of our favorite getaways. Our home is filled with the nostalgic smell of Pirates of the Caribbean, and photos from our vacations to the parks furnish our walls and to fill albums. To top that off, when visitors come over it's not uncommon to hear our son Liam chanting the Haunted Mansion theme song from memory! Talk to us about Disney history and we'll be best friends for life!

We're the biggest Utah Jazz fans and watch their games religiously! Each year our hearts are filled with hope that it will be our team's big year to bring home a title!



## ASKE MARTINUS

A portrait of a man sitting on a large rock in a rocky landscape. He is wearing a blue shirt and dark shorts, holding a camera. The text "Hey, I'm Aske Martinus" is overlaid on the image, along with "THE MAN BEHIND THE CAMERA" and a "GET IN TOUCH" button.

Hey, I'm Aske Martinus  
THE MAN BEHIND THE CAMERA  
GET IN TOUCH

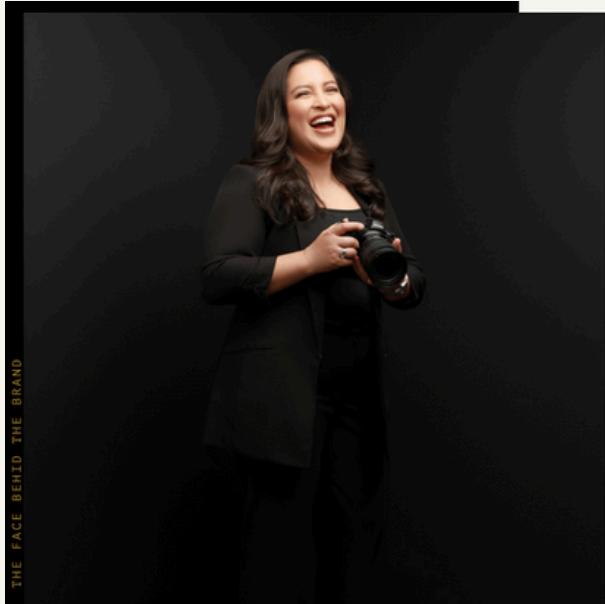
### From army medic to Photography



I spent three years in the Danish army as a medic. It taught me discipline, professionalism, and the value of being prepared. But when I returned to civilian life, I felt a bit lost. Like I was missing a purpose. That's when I picked up a camera. Suddenly, I had something to study, pack for, and execute with care. What started as a hobby to fill



# VIVIANA CARDENAS



THE FACE BEHIND THE BRAND

*Well, hello there, VIVIANA here.*

YOU'VE SPENT YEARS BUILDING YOUR BUSINESS, PERHAPS LEADING TEAMS, AND MAKING AN IMPACT, BUT WHEN IT COMES TO GETTING YOUR PHOTO TAKEN? LET'S JUST SAY IT'S PROBABLY NOT AT THE TOP OF YOUR "FAVORITE TO DO" LIST.

FEELING SELF-CONSCIOUS, UNSURE HOW YOU'LL LOOK, OR FRUSTRATED BY NOT KNOWING WHAT TO DO WITH YOUR HANDS?

MAYBE YOU'VE HAD UNFLATTERING PHOTOS IN THE PAST THAT DIDN'T FEEL LIKE YOU.

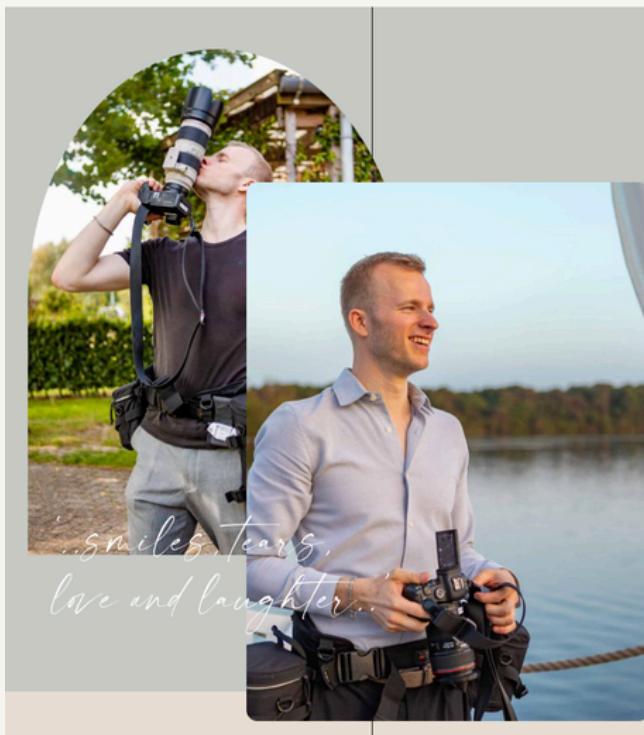
YOU'RE NOT ALONE, AND THAT'S EXACTLY WHY I'M HERE.

[LET'S WORK TOGETHER](#)

## MOMENTTOM

MOMENTTOM

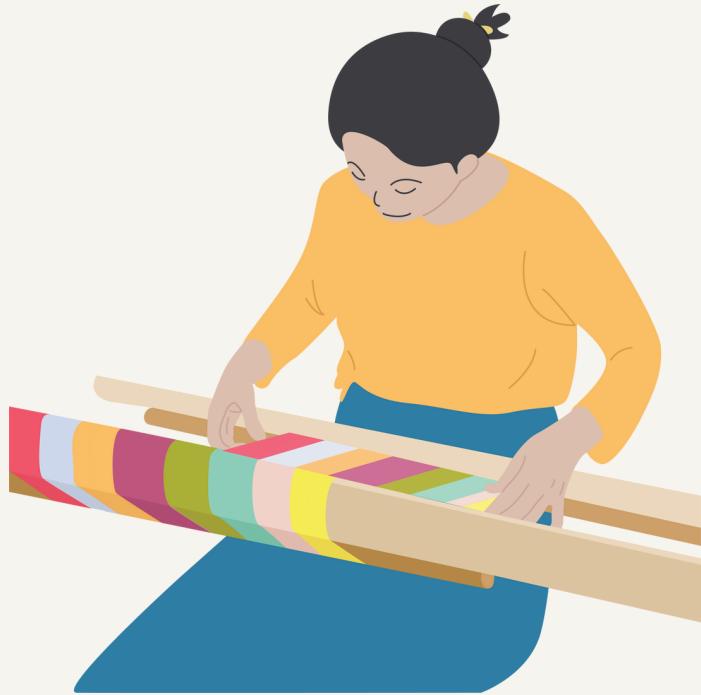
[ABOUT](#) [VIDEOPHOTOGRAPHY](#) [PHOTOGRAPHY](#) [PRIJZEN](#) [INSPIRATION](#) [CONTACT](#)



### **FUN FACTS ABOUT ME**

- You can wake me up for dances like Salsa, Bachata and Kizomba.
- Every year I surprise my dad with a concert! Last year, we got to see Bruce Springsteen!
- I'm actually a qualified physiotherapist. A photographer on TV inspired me and without any prior knowledge, I bought a camera.
- I'm in the process of making a dream come true: turning a bus into a van!

[REACH OUT](#)



# **LOOK TO WEAVE!**

**Rather than blast someone with  
who you are, look to weave these  
elements into your brand.**



## **PLACE TO START...**

**There's many right ways to do this, so think of this guide as a simply a place to start.**

# BRAND HUMANIZER GUIDE

STEP 3

## STEP ONE

# PERSONAL CLARIFIED MESSAGE

Your brand already has a Clarified Message, now it's time to write one that's just for you. Something you might include at the top of your About Us/Me page. Here are a few examples:

*Husband & wife wedding photographers. Parents of two beautiful children. In love with life's perfectly imperfect moments.*

*Branding photographer. Coffee shop dweller. Former corporate escapee who believes your story matters more than your follower count. (fictitious)*

*Headshot photographer. Closet comedian. I make awkward people look confident and confident people look human. Dad jokes included.*

## STEP TWO

# ABOUT ME \*AND MY FAMILY

You (and your family) have a story. Let's write a bit of that story now. You don't have to go into crazy depth here, just speak a little about what you enjoy and love doing. Here are a couple examples:

*(Single) Most days start with coffee and a playlist — usually a mix of old soul, folk, and whatever I'm currently overplaying. I live for early morning light, long walks with nowhere to be, and the kind of conversations that skip the small talk. Life looks quieter on the outside, but it's full — full of books, big dreams, and a deep love for the little things most people overlook.*

*(Couple) We're total homebodies — the kind who get overly excited about rearranging furniture, assembling 1,000-piece puzzles, or making playlists for dinner parties that may or may not happen. Our evenings usually involve candlelight, a board game or two, and some kind of overly ambitious recipe experiment. It's calm, cozy, and our favorite kind of chaos.*

*(Family) Most weekends you'll find us making pancakes in pajamas, planning a spontaneous day trip to the mountains, or rewatching nature documentaries with our kids (who now think they're junior wildlife experts). Our home runs on laughter, mismatched socks, and a never-ending pile of laundry that we pretend doesn't exist when we're too busy making memories.*

## STEP THREE

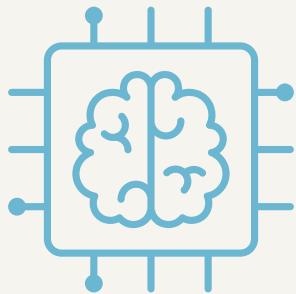
# MY PASSIONS, INTERESTS, OR HOBBIES

Whether you call them a passion, interest, or hobby-- These elements are wonderful and light little pieces of seasoning you can pepper throughout your experience. Spend a few minutes jotting these down.

## STEP FOUR

# MY PERSONAL VALUES OR “WHY” STATEMENT

Your personal values or “WHY” is the reason for why you do what you do. This is where I want you to get honest and personal (at least with yourself). A lot of your WHY will be hidden behind layers of personal experiences (even trauma). Let’s write them out so you have a deeper understanding of yourself. You can always choose how much you want to share later.



## AI-PROMPT

**Need help? Throw what you have into your Brand Strategist (or ongoing convo) and ask something like:**

From what you understand about me and my brand. Can you help me rewrite and refine this [WHAT YOU'RE WRITING] and put it into my voice? I'll place it below:

[PASTE YOUR COPY]

**Make it yours. Then complete the section Humanizing My Brand in your workbook.**



## PAUSE HERE

**Do NOT continue until you've completed this assignment:**



**HUMANIZING MY BRAND >  
B&SW: 01 - MY BUSINESS**

**Feel free to post, ask questions, or request feedback in the Mentorship Group**

# LEVEL-UP YOUR WORKBOOK + AI TOOLKIT





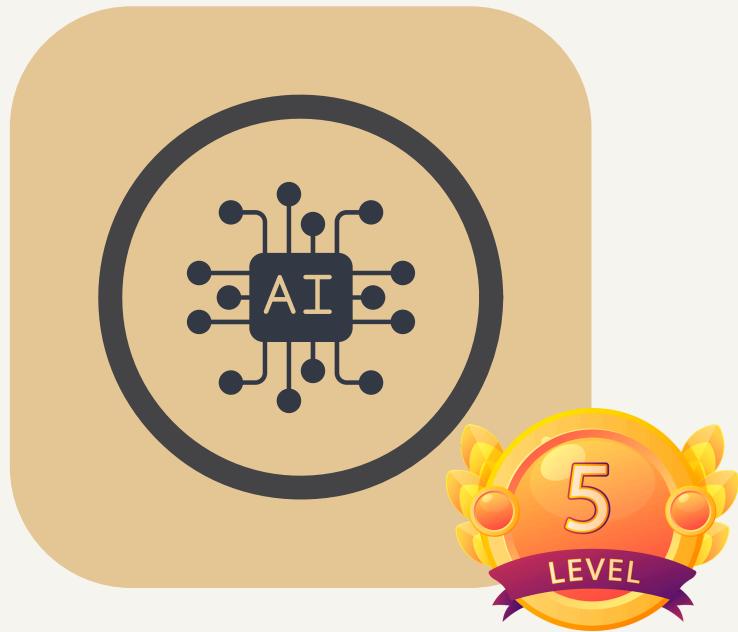
## UPDATE YOUR **B&S WORKBOOK**

**Update your 01 - My Business tab as needed from the clarity you've gained within this step/module.**

**[CLICK HERE](#)**

**SAVE TO MODIFY: File > Download**

We can't grant access to edit since this will modify the template.

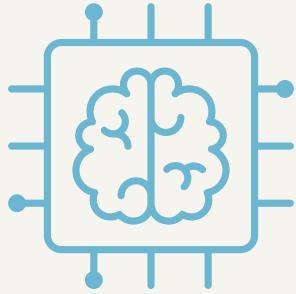


## AI UPDATE???

**Why not update your Brand Strategist from Step 2 with the new knowledge you've given it?**

# AI PROMPT TRAINER PT. 3

STEP 2



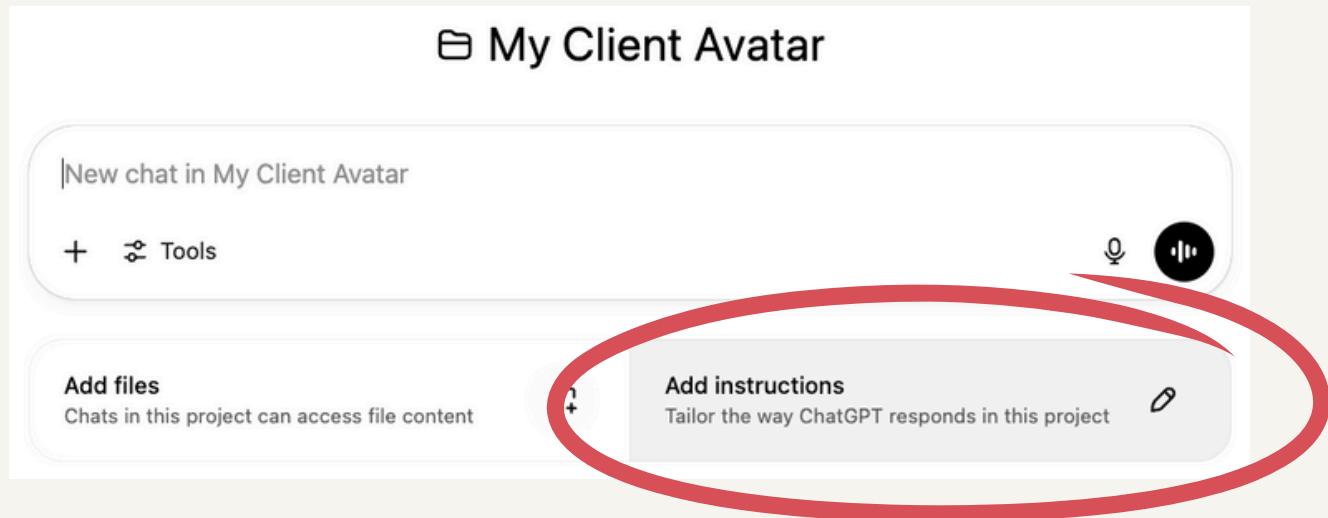
# AI-PROMPT

**Update your existing Project (or Custom GPT) using the prompt below.**

I've shared a lot more information with you since we first created your original Brand Strategist Instructions. Now, I'd like you to update those instructions to reflect everything you've learned from our recent work together—including new insights about my life, personality, values brand voice, dream client, messaging, and any frameworks we've developed.

Please don't replace the original instructions—expand on them. Keep what still applies, and thoughtfully layer in the new elements we've explored. The goal is to evolve your guidance into a clearer, more complete strategic foundation that can be used for future decisions, content, and direction. Present this as a fully updated instruction set, ready to be reused or exported as needed.

**Suggestion. Use this process of updating anytime you create a Project/Custom GPT.**



## + INSTRUCTIONS

**Go ahead and replace the instructions now to your project with the updated version.**



## **PAUSE HERE**

**Well done! You're become an AI  
prompting wizard!**

Feel free to post, ask questions, or request  
feedback in the Mentorship Group