FROM STUCK TO SHOWING UP

HOW MARY-LOUISE GREW IN CONFIDENCE & GOT VISIBLE ONLINE WITH THE HELP OF BRAND PHOTOGRAPHY



" I now feel more confident to show up online and the impact is super positive for business." Mary-Lou Aitken

THE BACKSTORY

Mary-Louise often found herself feeling unsure and getting stuck,

when it came to anything marketing wise that needed her to be visible in her business; which is pretty much everything these days.

Previously, she worked together with Sharon, from microstorycoach, on messaging and content strategy, to create a plan and a vision for her yoga business.

Photographic content was the natural next step to set the content wheels in motion.



MARY-LOUISE AITKEN

I knew I needed images that:

- · expressed the feeling of my brand
- I felt comfortable to use
- I could use in multiple ways
- captured my story & personality

The Photoshoot

WORK FROM HOME IMAGES

Getting in the mood



Mary-Lou's home was the first location.

With soft morning light filtering in, the garden was the natural place to start the day in front of the lens.

Mary-Lou's home office, and a set of 'work from home' images were on the priority list.

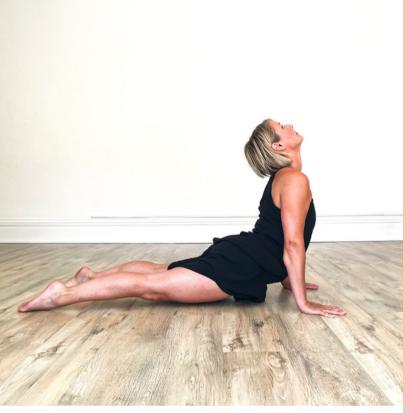




The Photoshoot

@THE STUDIO

Working with natural light



Changing location to the yoga studio captured Mary-Lou in teaching mode demonstrating specific poses.

Mary-Lou's brand mission is all about empowering women over 40 to feel body confident though yoga.





Her brand story is also about different emotions and feeling tones.

Blending Yin & Yang

From the softness of the yin poses to the yang energy of an empowered business woman.





The Photographs

WHAT MARY-LOU SAYS ABOUT HER IMAGE BANK



When I first saw the photographs I was blown away and couldn't believe how great they were.

Sharon seems to capture just the right feeling I want to convey and this has certainly encouraged me to use them.



I now have the confidence to apply the messaging strategy. I 'show up' more on socials and follow my passion.

I've definitely stepped up my marketing efforts and its working.

Website views went up an impressive 400% in one week, my email list and followers have jumped up too and my classes & workshops are booked out.

I no longer stress about what to say or what images to use and this keeps me moving forward.



@THE FUN BIT









The playfulness really got my creative juices flowing and I felt free to be me and express my personality.







Sharon Anderson

Wondering how brand photos can boost your online confidence & help you 'show up' more easily & more often with original visual content?

Let's talk and level up your social media game to grow your business in a way that is right for you.

Book a 30 minute strategy call today.