

# 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 through 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.







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OVER AND  
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THEY ARE JUST  
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MARY-LOUISE AITKEN



# 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



*Honestly, with the 'marketing stuff' done beforehand the photoshoot was way more relaxed, informal and fun than I was expecting.*

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

MARY-LOUISE AITKEN







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.**