

Vig Gleeson | Photography

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# Brand Ready

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## The WORKBOOK

**Explore** the **Impact**

Personal Branding has on  
your **income**.

**Dissolve** uncertainty.

**Get clear** on how your  
personal brand will deliver  
your desired **return on**  
**investment**.

Get **Camera confidence!**

Be Ready to **SHINE!**



Vig Gleeson  
Personal Brand  
PHOTOGRAPHER

# Your Brand Journey

Our **BRAND** is the **promise** we make to our clients about how the **experience** we give them will make them feel.

## YOU CAN **DO THIS!**

The start of your brand journey is exciting!  
May it lead you to dazzle your audience with your **impactful story and stunning IMAGES**, that draws your **dream CLIENTS** to your business & your **desired INCOME** to your life.



# Personal Brand Creation

WE CREATE OUR BRAND  
WITH **INTENTION**

to make it easy for people — who want our help — to recognise us as **the one** they want to work with.

## Shine Your Worth

Your **Personal Brand** let you show up and **shine where you want to be seen**, by potential clients you want to **connect** with — who **value** you and the price you choose to charge.

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# Planning for Success

## USING **THIS** WORKBOOK

If I tell you a secret, will you **keep it**?

If I give you a gift, will you **use it**?

If I tell you a story, will you **share it**?

When I give you this workbook —  
designed to help you create and elevate  
your brand and increase your income —  
will you **explore it**?

If I ask you questions, will you **answer  
them with intention**?

If you want anything from this workbook,  
**journal your thoughts and answers!** It  
starts with **your story!**

# Your Story

**Tell me your story.** Show me who you are, where you came from and what brought you here. I want to hear about your life's journey and the **lessons** you've learned. What choices did you make that brought you to be **passionate** about the work you do today?

**Tell me your dreams.**

What does success mean to you? Who are your ideal clients and what does your best life look like? What does this life cost and how much will you earn to make **THAT** life happen? Where in your life, right now, **do you crave more emotional or financial freedom?**

**Creating your personal brand is like love  
— you can't buy it!  
Nobody can give it to you or make it happen  
for you until you pour your love and soul  
into it.**

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# Identity & Inspiration

I work with people who inspire me, because their contagious energy ignites my own passion and growth. To witness my clients bravely infuse their unique selves into their brand is truly magical!

It's why I love what I do!

Vig Gleeson

## YOU'RE THE **INSPIRATION**

You are here to inspire your clients and solve their problems by giving them your experience and skills — while being confident in your unique self. You get this part right by going all-in!

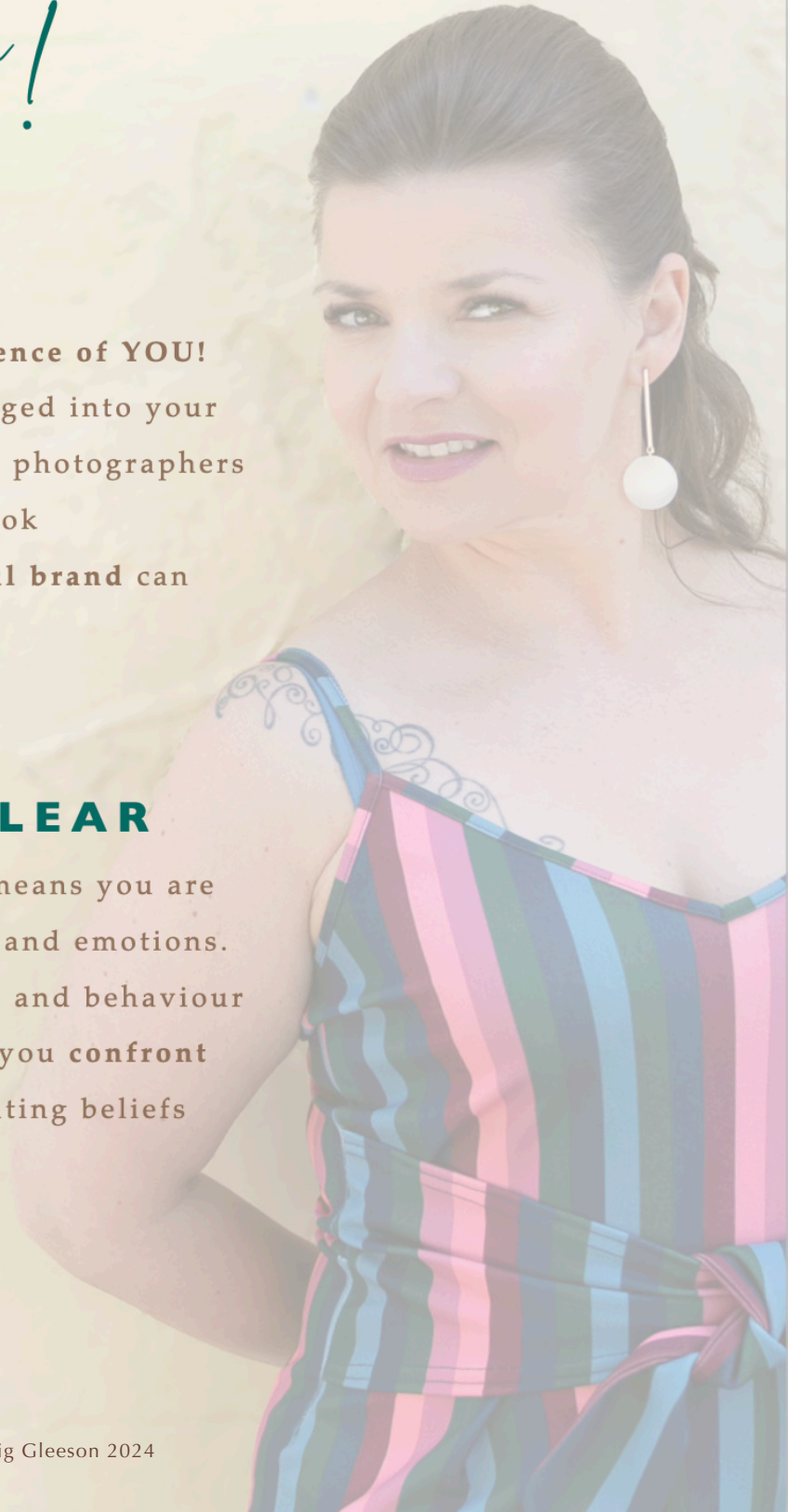


# Going All-in!

Your Brand **IDENTITY** is the **essence of YOU!**  
It is your unique personality merged into your work! You can hire designers and photographers to make your logo and website look professional, but a **truly powerful brand** can only come from you.

## GOING DEEP TO GET **CLEAR**

on what you truly **desire** in life means you are willing to **explore** your thoughts and emotions. When you **observe** your emotions and behaviour — without judgement — it helps you **confront fears** and ditch some of your limiting beliefs that are holding you back.



# Explore & Awaken



## WHAT'S **HOLDING YOU** BACK?

Releasing **energy** that holds you back gives you **clarity** to pursue your **passions** and dreams. Are you willing to **write** a list of your fears and limiting **beliefs**?

You can start with this question:

*How Do You Feel When . . . ?*

WHEN I THINK ABOUT ..... I FEEL.....

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.....

WHEN.....HAPPENED I FELT.....

.....  
.....

.....overwhelmed.....

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# Explore & Awaken

.....curious.....

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.....frustrated.....

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.....uncomfortable.....

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scared.....

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.....insecure.....

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.....excited.....

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.....alone.....

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How Would You Like To Feel?

# How Do You Feel?

## TRIGGER WARNINGS

A fast track to understand feelings and emotions is to **observe** and **be curious** about your triggers. When you think about getting in front of the camera to create Brand **IMAGE** that attracts your ideal clients — what triggers you — **how do you feel?** Here are some of my emotions.

**Overwhelmed** When you don't know where to start or haven't got a clue about **technology**. The thought of branding work might feel like 'a bridge too far', don't worry — I've got easy to use tools and systems for you.

**Frustrated** When you really want to do this but your **finances** don't stretch to paying someone to help you. Do you qualify for a **Trading Online Voucher Scheme**? If you are willing to invest time and energy in creating your brand while helping me develop mine, we might make a perfect team. Make sure you book an **Explorer Call** so we can find out.

# How Do You Feel?

**Uncomfortable** When we're not sure of ourself or what we're letting ourself in for, and we don't know what it will be like on the day — or if the result will be worth the effort — we're dealing with too many unknown. That's why, just like you, I want to **be crystal clear on what YOU want.**

In our **Explorer Call** we focus on your brand brief, and I walk you through every step of your **brand photography** journey. Based on your unique story, I give you ideas on what to wear, what to include, and where and when to shoot your personal brand IMAGES. I ask you questions and listen with intent. We talk colours, texture, emotion and motivation. Together we write your **brand brief** that guide your IMAGE Brief and the storyboard — frame by frame — for your photoshoot.

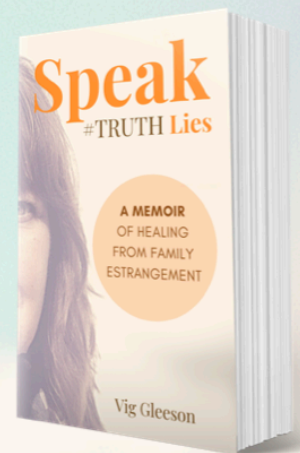
To build trust and excitement we prepare for your photoshoot with regular texts or emails [your preference]. You will feel encouraged and adventurous. By the time your photoshoot rolls around — usually 2-4 weeks — you have confidence, knowhow, and tools to unleash your 'magic' and make your brand IMAGES SHINE!

# How Do You Feel?

**Scared** The thought of stepping in front of my camera and striking a pose fills you with dread. **I see you!**

The way my anxiety level rises before regular visit to my lovely GP can be overpowering. The feeling of fear, if I let it take hold, can impair my sense of reality. If you wonder why a middle-aged woman is scared of doctors, childhood trauma is your answer. I make no secret of my triggers and traumas, in fact, I wrote a memoir about it. If you want to know my secrets, read **Speak #TRUTH Lies**.

If your **camera anxiety** is trauma related, let's explore some **anxiety calming** options for you.



**Insecure** It is my job to capture **the essence of you**. Your job is to show me what the essence of you is. You do that on our calls as we write your brand brief and prepare for your photoshoot. With my brand clients outside Ireland we explore photographers in their area.

By the time we meet you've shared so much about yourself we've developed a beautiful friendship. Intuition is hard to explain — it's what guides me to sense what you need from me.

# How Do You Feel?

*Excited!* YES! I'm excited too!

- I can't wait to meet you, to hear your story and work with you on creating your **brand brief**. And if you're in Ireland, we can go on to shoot your unique and stunning brand IMAGES. It is so much fun and the impact you your income is delightful!

My ability to **connect** with my clients on a deep, soulful, level is a gift that makes supporting their **brand journey** and guiding them in front of my camera like a dance.

To bring out **the essence of you**, I use mirroring and **movement** techniques, and combine moments of stillness with **surges of energy** full of laughter and joy.

**My aim is to make you SHINE!**

*Vig Gleeson*

# Your Story

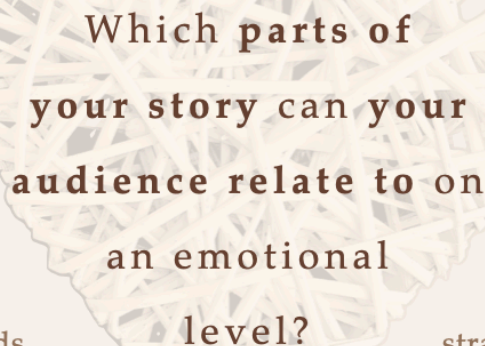
## THE KEY TO YOUR **BRAND**

You know **your unique personality, integrity and passion** for helping others is key to unlocking **your brand story**. The makeup of your **nature** is what sets you apart from everyone else in your field.

**Our life stories** provides a perfect path to understand how our story connects us with other's **on a personal, heartfelt level**.

I'm not keen on buzzwords like; authentic and vulnerable, instead I like to talk about **your worth** and the **value** you bring to your clients. I think some believe vulnerability means sharing the hard stuff — like I did in my memoir. That will be true for some personal brand owners —

especially memoir authors — but what I'm interested in is **the story that connects you with your ideal clients and raving fans** — because we want both.



**Which parts of your story can your audience relate to on an emotional level?**

This is the part of your Story I can help you create impactful visually communications — using a combination of tools, tech, platforms and strategies.

My role is to inspire you to explore your personal brand story and help you turn your story into a show-stopping personal brand that attracts the people you want to work with.

Vig Gleeson

# Your Story

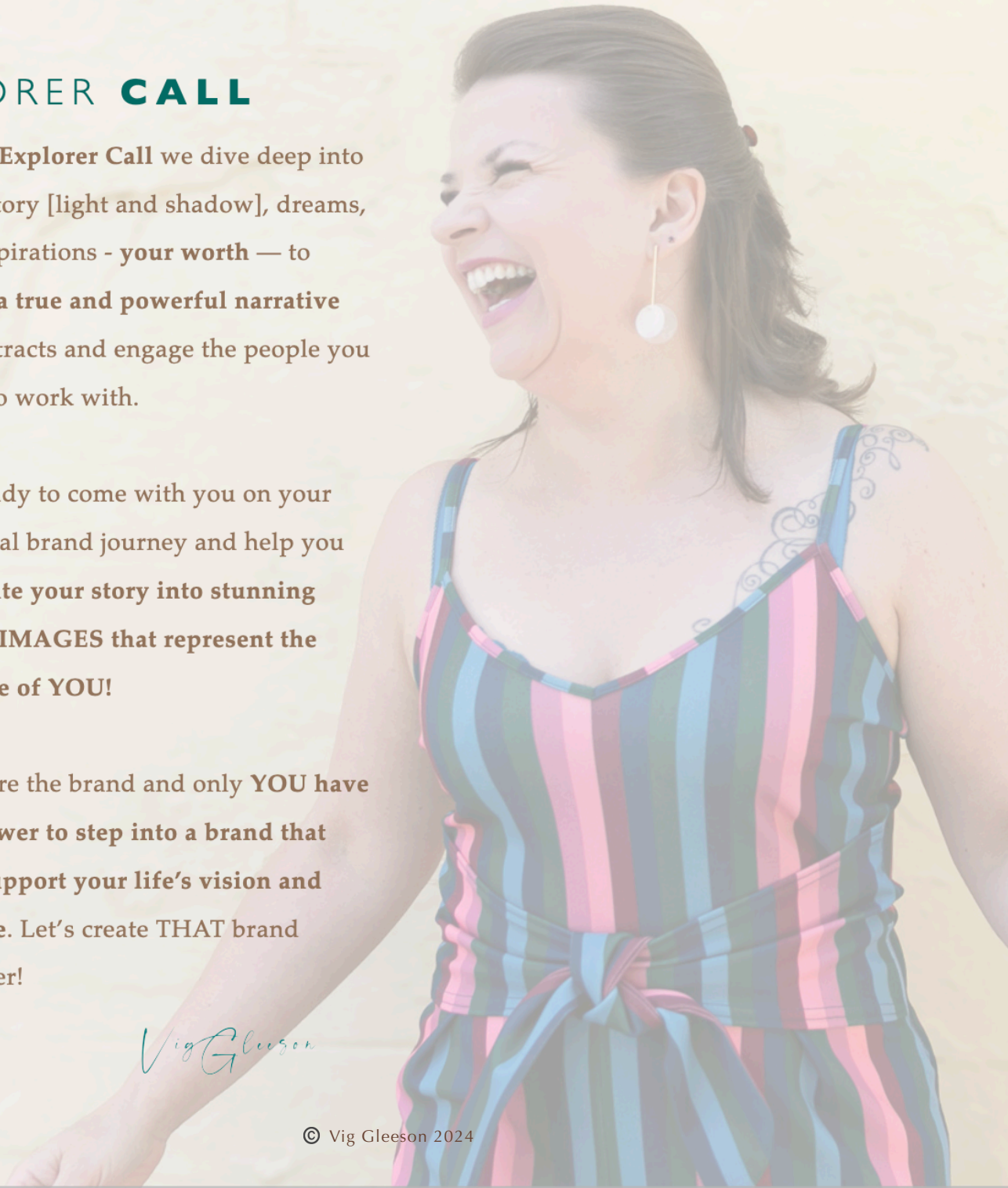
## EXPLORER CALL

In our **Explorer Call** we dive deep into your story [light and shadow], dreams, and aspirations - **your worth** — to create a **true and powerful narrative** that attracts and engage the people you want to work with.

I'm ready to come with you on your personal brand journey and help you **translate your story into stunning brand IMAGES** that represent the **essence of YOU!**

**YOU** are the brand and only **YOU** have the **power to step into a brand that will support your life's vision and income.** Let's create **THAT** brand together!

*Vig Gleeson*





# Our Partnership

## WHAT YOU KNOW YOU **TRUST**

My clients inspire me with their stories. They come to me with dreams and ideas to transform and elevate their work.

They are curious about how I can help them create a personal brand and *visuals that represents them and their personal story.*

Every client relationship is unique and I'm always excited to a meet a new client in our first **explorer call**. We have so much to talk about, and so much in common.

I love **listening to your story**, and when I listen, IMAGES floods my mind. **Images that convey the essence of your story.** Images that will evoke **emotions** and interaction from the people you want to work with.

Our's is a partnership based in TRUST. Because you are reading this I know we already have a powerful connection. Let's use our connection to bring your personal brand to life.

Carpe Diem — **Seize the day** — and book your **explorer call today**. I'm so excited to meet you.

Vig Gleeson



# Your Call!

## TAKE THE **LEAP!**

Your explorer call is 100% free.

Free from commercials and sales pitches.

Free from judgement and expectations.

Free from pressure, conditions and restrictions.

It's our time to be free and explore your story and where a personal brand journey may take you and your work — together.

After the call you will feel great, because you've gain clarity from hearing how I interpret and translate your story.



The possibilities of what we can imagine for our future can be achieved through the work we do together.

It is worthy work I am deeply honoured to partner with my clients to do.

My promises, is to share my vision of your personal brand, including how you **visually present** your work, the **messages** you deliver, the **channels** you deliver them through, and the experience you can promise your clients when they interact with you.

Vig Gleeson

# Let's Connect

And talk about Your Personal Brand Story and IMAGES

**WhatsApp**



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YouTube



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I'm excited to meet you!

VigGleeson