



QUARTER 1 2025

BRANDING PHOTO GUIDE



What are branding photos and why are they so important?

What's the only thing that sets you apart from other agents online? YOU!

Personal branding photos are professional images of you that display your brand and personality.

Incorporating professional branding photos in your marketing will help you leave a lasting impression. Plus, all of your marketing will be professional, modern, & consistent.

Ready to build a strong online presence?

Think of this guide as a personal assistant to help you prepare for a successful photo shoot. It's filled with pose & prop ideas, video clips, upcoming holidays, and a schedule to follow on your own photo shoot day!



QUARTER 1 2025 HOLIDAYS

A list of national and fun holidays coming up next quarter to keep in mind during your photo shoot. Please note that this is just a generic list of holidays that may apply in social media marketing. Do not rely on this list for the most important holidays.

January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 NEW YEAR'S DAY	2 SCIENCE FICTION DAY	3 WORLD INTROVERT DAY	4 INTERNATIONAL MIND-BODY WELLNESS DAY
5 NATIONAL KETO DAY	6 NATIONAL CUDDLE UP DAY	7 ORTHODOX CHRISTMAS	8 WORLD TYPING DAY	9 NATIONAL APRICOT DAY	10 NATIONAL HOT CHOCOLATE DAY	11 HUMAN TRAFFICKING AWARENESS DAY
12 NATIONAL POPCORN DAY	13 NATIONAL GLUTEN-FREE DAY	14 NATIONAL PIE DAY	15 NATIONAL HAT DAY	16 INTERNATIONAL HOT AND SPICY FOOD DAY	17 DITCH YOUR RESOLUTION DAY	18 NATIONAL MICHIGAN DAY
19 NATIONAL CLEAN OFF YOUR DESK DAY	20 MARTIN LUTHER KING, JR. DAY	21 NATIONAL HUGGING DAY	22 HOUSEPLANT APPRECIATION DAY	23 OPPOSITE DAY	24 MUSEUM SELFIE DAY	25 HOLOCAUST REMEMBRANCE DAY
26 NATIONAL LEGO DAY	27 COMMUNITY MANAGER APPRECIATION DAY	28 DATA PRIVACY DAY	29 INTERNATIONAL LEGO DAY	30 CHINESE NEW YEAR	31 INSPIRE YOUR HEART WITH ART DAY	

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February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 BLACK HISTORY MONTH
2 WORLD WETLANDS DAY	3 NATIONAL CARROT CAKE DAY	4 WORLD CANCER DAY	5 NATIONAL SIGNING DAY	6 NATIONAL FROZEN YOGURT DAY	7 NATIONAL SEND A CARD TO A FRIEND DAY	8 NATIONAL BOY SCOUT DAY
9 SUPER BOWL LIX	10 TEDDY DAY	11 SAFER INTERNET DAY	12 NATIONAL PLANT A FLOWER DAY	13 WORLD RADIO DAY	14 VALENTINE'S DAY	15 TRUE CONFESSIONS DAY
16 WORLD WHALE DAY	17 PRESIDENTS' DAY	18 WORLD SOCIAL WORK DAY	19 INTERNATIONAL READ TO ME DAY	20 LOVE YOUR PET DAY	21 INTERNATIONAL MOTHER LANGUAGE DAY	22 WORLD THINKING DAY
23 NATIONAL TAMALE DAY	24 NATIONAL COCKTAIL DAY	25 NATIONAL PHYSICIAN'S WEEK	26 NATIONAL SPINACH DAY	27 WORLD THEATRE DAY	28 NATIONAL SKIP THE STRAW DAY	

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March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 WOMEN'S HISTORY MONTH
2 WORLD TEEN MENTAL WELLNESS DAY	3 WORLD HEARING DAY	4 ORGANIZE YOUR HOME OFFICE DAY	5 ASH WEDNESDAY	6 NATIONAL DRESS DAY	7 NATIONAL DAY OF UNPLUGGING	8 INTERNATIONAL WOMEN'S DAY
9 DAYLIGHT SAVINGS	10 INTERNATIONAL DAY OF AWESOMENESS	11 NATIONAL PROMPOSAL DAY	12 NATIONAL PLANT A FLOWER DAY	13 POPCORN LOVER'S DAY	14 PI DAY	15 WORLD CONSUMER RIGHTS DAY
16 NATIONAL VACCINATION DAY	17 ST. PATRICK'S DAY	18 GLOBAL RECYCLING DAY	19 NATIONAL LET'S LAUGH DAY	20 FIRST DAY OF SPRING	21 WORLD POETRY DAY	22 WORLD WATER DAY
23 NATIONAL PUPPY DAY	24 NATIONAL CHOCOLATE COVERED RAISIN DAY	25 NATIONAL PHYSICIAN'S WEEK	26 PURPLE DAY	27 NATIONAL JOE DAY	28 RESPECT YOUR CAT DAY	29 EARTH HOUR
30 LAST DAY OF RAMADAN	31 NATIONAL CRAYON DAY					

Q1 Pose Ideas

These will coordinate with an upcoming post on the content calendar for Quarter 1.



- **Sitting on a chair or couch**
- Holding or drinking a coffee
- Looking at your phone or computer
- Looking at your calendar pointing to a date
- Typing on a calculator
- Loading signs into your car
- **Modern headshot**
- Sitting in your car, speaking on the phone or typing on your laptop
- Checking items off of a clipboard
- Holding out an iPad (add a lead magnet or image to it in Canva later)
- Holding out house keys or a lockbox
- **Working on your computer or iPad**
- Meeting with clients
- Adding a rider to your sign
- Writing in or holding a 2025 planner

Q1 Pose Ideas

These will coordinate with an upcoming post on the content calendar for Quarter 1.



- Working at a desk with a client or team member
- Arranging flowers
- Arranging print outs of your marketing materials
- Over the shoulder on your computer of your website, marketing materials, or listing photos



- Celebrating by popping champagne, throwing confetti or balloons
- Putting your sign in the ground
- Holding balloons (open house)
- Marking off things on a checklist
- Holding just sold or just listed sign



- Collaborating with your team
- Cutting paper hearts out of paper, holding a heart balloon, or having it float behind you (Valentine's day)
- Holding a shamrock
- Tying balloons to a mailbox

Q1 Pose Ideas

These will coordinate with an upcoming post on the content calendar for Quarter 1.



- **Typing on a computer**
- Speaking on the phone
- Fluffing pillows or a throw blanket
- Standing with arms crossed
- Wearing a hardhat or holding a measuring tape



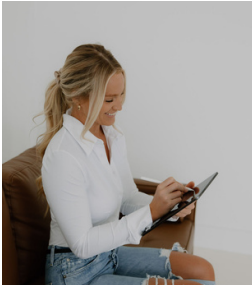
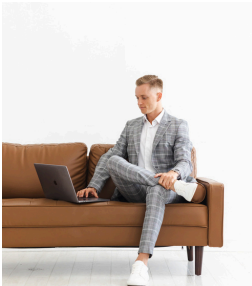
- Working with your pet
- **Smiling sitting in a chair**
- Wearing bunny ears or holding a easter basket



- Full length body shot
- Holding moving boxes
- Close up of your phone opened to your Instagram account
- Organizing paperwork on a desk
- Sitting on a couch with a book, mug or computer
- **Quarter length lifestyle shot**
- Over the shoulder holding blank paper (Add an image of your lead magnet in Canva)

Pose Examples

Use these images as inspiration for your shoot!





Now, Grab Some B-Roll Video!

What's b-roll video? The term "b-roll" originates from the early days of film, when editors inserted supplemental video, or b-roll, into the main footage.

In modern times, b-roll video includes short supplemental video, behind the scenes, transition and filler clips.

How does b-roll apply real estate marketing? Filming b-roll is one of the best ways to build a content library of video clips to use in the future. Plus, it's a huge time-saver!

Here's how we recommend collecting b-roll video: Take your phone along with as you go about your day.

Grab short 5-10 second clips of the various tasks and activities you get into. Use a tripod when needed - no shame! Your brand photoshoot is a great place to collect b-roll video.

What kind of clips should I film? On the next page you'll find a comprehensive list of b-roll video ideas.

The most important thing to keep in mind when it comes to capturing b-roll: Don't overthink it!

These clips could include things like walking your dog, driving in your car, making a coffee, walking up to a listing, working on a contract, putting together a CMA or marketing guide, meeting with clients, writing in your notebook, attending a sales training, or a quick pan in a listing.

I have the b-roll clips, now what? Save these video clips to a designated folder in your phone named "B-Roll Videos" for quick access.

Use the clips as background footage for your next Reel.

B-Roll Video Ideas

Use these b-roll video ideas as inspiration in Q1

- Adding / removing signs from your car
- Adding a sign rider to a sign
- Typing on your computer
- Having a zoom meeting / talking at your computer
- Talking on the phone
- Eating lunch in your car
- Typing on your computer in your car
- Preparing for an open house
- Setting out treats, listing flyers, drinks
- Opening a front door
- Opening a backdoor
- Slow pan in a listing
- Cleaning the countertops
- Fluffing pillows
- Arranging a throw blanket
- Putting flowers in a vase
- Lighting a candle
- Getting ready in the morning
- Making your bed
- Preparing a drink or snack
- Typing on your computer
- Writing in your notebook
- Reading a book
- Timelapse or pan of a bustling coffee shop or restaurant
- Out the window while driving
- Video pan at a bustling market or event
- Doing something active (riding a bike, scooter, kayaking, going for a walk)
- At a real estate conference or training
- At a client meeting (with permission)
- At an industry partner meeting (title, lender, etc)

Photoshoot Schedule

TIME

WHO

WHERE

OUTFIT

SHOTS & VIDEOS
TO TAKE

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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TIME

WHO

WHERE

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Example Version

KELLER WILLIAMS GRAND RAPIDS EAST

Photoshoot Schedule

TIME 11:00 am

WHO Whitney

WHERE Kitchen

OUTFIT Outfit 1: black pants

SHOTS & VIDEOS TO TAKE

- Holding laptop
- Making a coffee
- Working at counter
- Leaning against counter
- _____

- _____
- _____
- _____
- _____
- _____

TIME 11:30 am

WHO Whitney + Cha

WHERE Dining room

OUTFIT Whitney outfit 1, Cha outfit 1

SHOTS & VIDEOS TO TAKE

- Working at laptops
- High-fiving
- Cheersing coffees
- Over the shoulder of website
- Pointing to notebook
- _____

- Reel: Behind the scenes
- Reel: Answering FAQs
- _____
- _____
- _____

COMPLIMENTARY HEADSHOTS



RESERVE YOUR SESSION WITH
MARKETING DIRECTOR WHITNEY

