MAZTER MINDZ MEDIA

THE VISIBILITY PHOTO LIBRARY™



BUILD TRUST BEFORE YOU EVER SAY HELLO.

A practical guide to creating a photo library that helps customers and AI to understand your business.

BE SEEN. BE FOUND. GET CHOSEN.

PART OF THE MAZTER MINDZ MEDIA VISIBILTY VAULT™

WHY BRAND PHOTOGRAPHY MATTERS

People buy from people they trust.

Your photos communicate:

- Professionalism
- Personality
- Quality
- Credibility
- Trust

Before a customer calls, visits yoru website, or walks through your door, they're already forming an opinion about your business.

Your Photos Should Answer:

- Who are you?
- What do you do?
- What makes you different?
- Why should someone trust you?



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PHOTO FRAMEWORK

Every business should have photos in six categories.



YOU

- Headshots
- Working
- Speaking
- Networking
- Lifestyle
- Behind the Scenes



YOUR TEAM

- Group Photos
- Individual Portraits
- Training
- Meetins
- Celebration
- Culture



YOUR BUSINESS

- Exterior
- Interior
- Vehicles
- Equipment
- Workspace



PRODUCTS & SERVICES

- Products
- Services in action
- Process
- Before & After
- Packaging
- Details



CUSTOMERS

- Consultations
- Interactions
- Sccess Stories
- Testimonials
- Real Moments



COMMUNITY

- Networking
- Ribbon Cuttings
- Volunteering
- Events
- Awards
- Sponsorships

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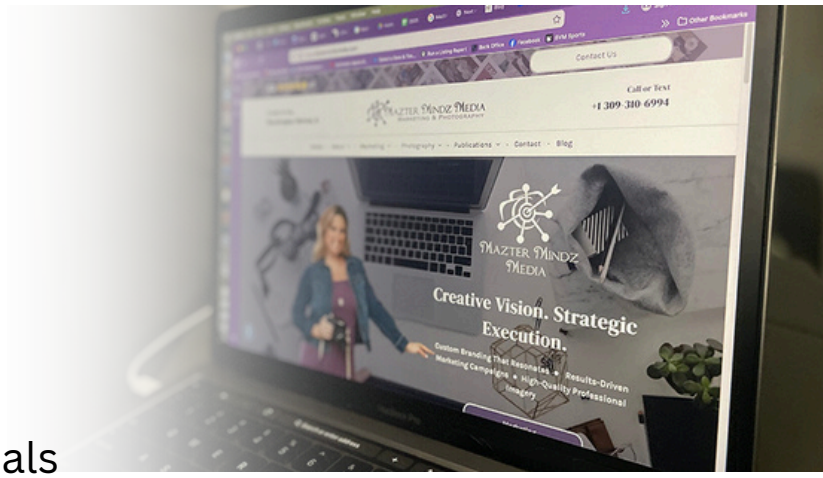
WHERE YOUR PHOTOS SHOULD BE USED

- Website
- Google Business Profile
- Facebook
- Instagram
- LinkedIn
- Email Marketing
- Blogs
- Google Posts
- Print Marketing
- Presentations
- Magazines
- Business Cards
- AI-generated Marketing materials





Every one of these platforms is another opportunity to be **seen, found, and chosen.**

VISIBILITY TIP:

People trust people. Show your face. Show your team. Show your work.

-----THE-----
VISIBILITY
Photo Formula

AUTHENTIC PHOTOS
Your people, your products, your space

+

CONSISTENTLY UPDATED
Keep your images fresh & relevant

+

REAL PEOPLE
People connect with people

+

STRATEGIC PLACEMENT
Use your photos where your customers are looking

=

TRUST & VISIBILITY

COMMON MISTAKES

- Only using stock photos
- Never updating headshots
- No people in your marketing
- Dark phone pictures
- Forgetting your Google Business Profile
- Cropping people out of group photos
- Ignoring vertical images
- Relying on AI generated images

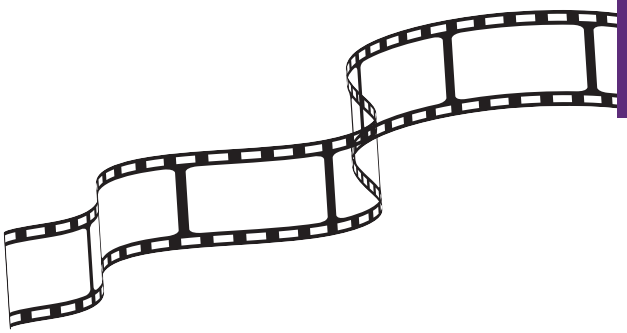
VISIBILITY TIP:

The more variety in your photos, the more ways you can show up and stand out.



THE ULTIMATE SHOT LIST

Capture these every quarter.



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- [ ] Exterior
- [ ] Interior
- [ ] Team meeting
- [ ] Greeting customers
- [ ] Working
- [ ] Smiling
- [ ] Phone call
- [ ] Consultation
- [ ] Product close-up
- [ ] Wide office shot
- [ ] Vertical headshot
- [ ] Horizontal headshot
- [ ] Seasonal Decor
- [ ] Community event
- [ ] New project
- [ ] Behind the scenes

ACTION PLAN

Small steps. Big Impact



THIS WEEK

- [ ] Schedule a branding session
- [ ] Update your headshot
- [ ] Add five new photos to Google
- [ ] Replace one stock imae
- [ ] Organize your photo folders

THIS MONTH

- [ ] Photograph your team
- [ ] Photograph your weorkspace
- [ ] Potograph customer interactions
- [ ] Photograph a community event

AI & PHOTOGRAPHY

Why authentic photos matter:

Authentic photos help people quickly understand who you are and what your business is about. They also contribute to a stronger, more consistent online presence across your website, Google Business Profile and social media...making it easier for both customers and AI systems to understand your business.

VISIBILITY TIP:

Don't upload images named IMG_1234.jpg. Rename them to describe what they actually show. Better: team-headshot-bloomington-il-accounting-firm.jpg

Need Help?

BUILD YOUR VISIBILITY LIBRARY™



Professional photography isn't just about beautiful pictures. It's about creating marketing assets you'll use for months or even years.

Let's talk about how to build a photo library that hsupports your marketing goals.

OTHER RESOURCES

Keep Learning. Keep Growing. Keep Showing Up.

AI PROMPT:

Type this prompt into ChatGPT (or your favorite AI tool):

Ask me questions one at a time about: my business, my services, my team, my workspace, my products, my customers, and my community involvement Once you understand my business, create: A list of 100 photos I should capture, the purpose of each photo, and where each photo should be used.

PRO TIP: **File names matter. Ask Chat GPT to give you filename ideas as well.**

OTHER VOLUMES IN THE VISIBILITY VAULT™

1. Local Visibility Content Calendar™
2. **Visibility Photo Library™**
3. AI Readiness Guide
4. Google Business Profile Playbook
5.

Explore the Full Vault

Every guide is designed to help you **Be Seen. Be Found and Get Chosen.**

SCAN TO ACCESS THE VISIBILITY VAULT™