



Founder Photo Guide

How your personal photos build brand trust — and why they matter more than you think.

Credibility

Signal expertise at a glance

Personality

Show the human behind the brand

Confidence

Project authority without words

Approachability

Make connection feel effortless

A strong photo can speak louder than a long introduction. You don't need a professional shoot every month — you need **intentional photos** that clearly reflect your brand.

5 Types of Founder Photos Every Brand Should Have

Build a visual identity that works across every platform and touchpoint.



The Clear Headshot

Your primary brand photo. Use it for LinkedIn, your website, speaker profiles, and press. Aim for natural light, a simple background, and a confident but relaxed expression.



The Working Photo

Show yourself in action — at your desk, reviewing notes, speaking with a client. These images make your brand feel real and relatable.



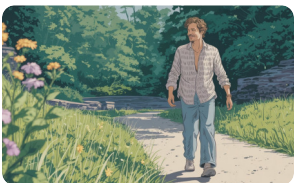
The Thoughtful Moment

Writing, reading, planning. These reflective images pair beautifully with insightful content and show the depth behind your work.



The Teaching Moment

If you coach, train, or lead — this is essential. Facilitating workshops or presenting ideas strengthens your authority and expertise.



The Human Moment

Your brand is not only your work. Casual, genuine moments let your audience connect with the real you — not just the professional.



Founder Photo Guidelines

Good photos aren't about perfection. They're about **clarity, consistency, and authenticity.**

Use Natural Light

Soft daylight creates warmth and trust. Avoid harsh artificial lighting whenever possible.

Avoid Stiff Poses

Authentic expressions always win. People trust natural energy far more than polished perfection.

Keep Backgrounds Simple

Busy backgrounds pull focus away from you. Clean spaces let your presence lead.

The Consistency Principle

Similar lighting, colour tones, and visual style across your photos make your brand feel **intentional and memorable.**

Dress to Your Brand

Your clothing should reflect your professional identity. Visual presence should match your brand voice.

- ❑ Random photos create confusion. Consistent photos create trust.

Your Founder Presence Checklist

A quick audit to see where you stand — and what to do next.

Do You Have These Covered?

- ☐ A clear, current headshot
- ☐ Photos of you working or in action
- ☐ Images that demonstrate your expertise
- ☐ Photos that feel authentic, not staged
- ☐ Visuals that reflect your brand personality

 If several answers are "no," it's time for a refresh. No drama — just better photos.

The Feeling You Want to Create

When someone sees your photo, what should they feel *before* they read a single word?

In a founder-led brand, your presence *is* the brand. Trust closes more doors than fancy marketing ever opens.



Trust



Warmth



Authority



Approachability