

PORTFOLIO

WORKBOOK

VOL. 2



HOW TO CURATE YOUR PERSONAL BRAND PORTFOLIO

A guide on producing
your media assets to
visually sell yourself



How To Curate Your Personal Brand Portfolio eWorkbook

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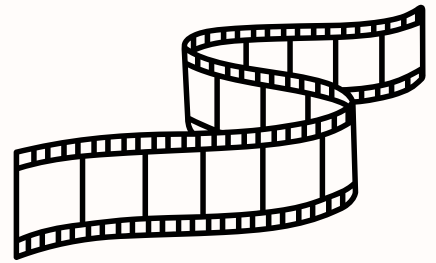
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First Edition

VISUAL STORYTELLING.



Photography has the power to convey a lot about your personal brand. Well-chosen images can effectively convey your story, ethos, and values. This worksheet is designed to help you choose and conceptualize photos that enhance your personal brand for both publications and consumers.

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Portraits capture character. Choose elements that enhance your essence.

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Professional interactions showcase expertise, authority, and thought-leadership.

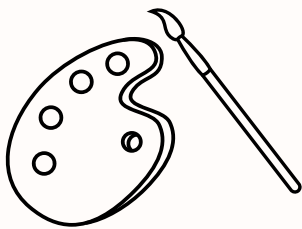
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Highlight your personal connections to add relatability to your brand.

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Images are vital for product or service-centered brands. Showcase uniquenesses.

BRAND STYLEGUIDE



STYLEGUIDE

EXERCISE

Identify your personal brand attributes and select a color palette.

List three main attributes that your images should showcase about your brand.

Attribute 1

Attribute 2

Attribute 3

Color/Hex Code

What does this color represent?

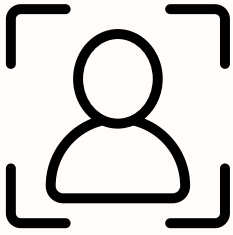
Color Significance

Use the Hex color code to find your best color.

Write a few emotions or feelings associated with this color and the reason it represents you.

Is this color primary, primary variant, secondary, or a secondary variant?

MASTERING PORTRAITS



PORTRAITS

EXERCISE

Organize and enhance flattering brand portraits with the following exercises.

LIGHTING, ENVIRONMENT & WARDROBE

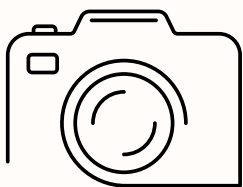
Choose the lighting, backdrop and wardrobe appropriate for your brand portrait.

EXERCISE #1 <i>Natural v Studio Light</i>	Take selfies outdoors at various times: morning, mid-day, and sunset. Experiment with indoor studio lights if available.	Examine images and determine which lighting conditions are the most flattering for your purposes.
EXERCISE #2 <i>Backdrops & Settings</i>	Select 2-3 settings, such as colored walls, outdoor scenes, or indoor rooms, and capture a photo in each.	Determine which colors complement your skin tone and resonate best with your image.
EXERCISE #3 <i>Wardrobe Analysis</i>	Select 3-5 outfits that align with your "brand style guide," considering your lighting and environment choices.	Capture a selfie in each outfit, ensuring they align with your lighting and environment.
EXERCISE #4 <i>Evaluation & Reflection</i>	What have you discovered about the impact of various lighting conditions on your appearance?	Which lighting condition do you believe suits your personal brand portrait most effectively?

NOTES

Write your highlights and ideas below...

SEEING THE REAL YOU



CANDIDS

EXERCISE

Follow the exercises below to capture candid moments that showcase your brand.

A BEHIND THE SCENE LOOK AT YOUR LIFE

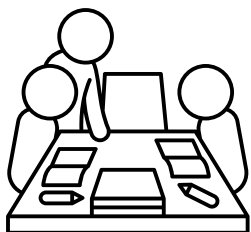
Display authentic moments that truly capture your essence when you're not posing for the camera.

EXERCISE #1 <i>Activity Ideas</i>	Generate a list of 10 activities reflecting your work or passion (e.g., presenting, designing, working at a café).	Select the top 5 activities that represent your authentic brand essence and identity.
EXERCISE #2 <i>Locations</i>	Generate 5 locations aligning with your personal brand (e.g., home office, favorite café, conference room).	Visit each location, capture candid shots, and determine which best complements your brand.
EXERCISE #3 <i>A Day in Your Life</i>	Select a day for shooting your planned activities. Have a friend or hire a discreet photographer capture your day.	Which activities make you forget about the camera, resulting in genuinely authentic images?
EXERCISE #4 <i>Multiple Shots</i>	Instruct your photographer to use burst mode for rapid, multi-angle shots (front, side, overhead, etc.).	Which angle feels less staged? Rapid shots enhance candid capture chances.
EXERCISE #5 <i>Reflection</i>	What insights did you gain about the influence of different lighting conditions on your appearance?	Which lighting condition do you believe works best for your personal brand portrait and why?

NOTES

Write your highlights and ideas below...

PROFESSIONAL INTERACTIONS



WHO YOU WORK WITH

EXERCISE

Follow the exercises provided below to emphasize professional interactions effectively.

PROFESSIONAL INTERACTIONS

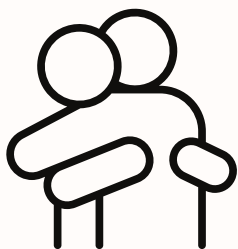
Showcase genuine professional interactions that represent your work dynamics.

EXERCISE #1 <i>Set Scouting</i>	Identify 3-5 settings pertinent to your profession (e.g., office, conference room, workshop floor).	Assess how each setting influences the authenticity and relevance of your professional interactions.
EXERCISE #2 <i>Task Performance</i>	Execute a task, coordinate a training session, or host a team meeting. Capture various moments in action.	Evaluate the images. Do they effectively demonstrate your expertise?
EXERCISE #3 <i>Role Emphasis</i>	Participate actively in three diverse interaction scenarios: leading, listening, and collaborative engagements.	Determine which interaction emphasizes your professional role, and how you'd like to be perceived.
EXERCISE #4 <i>Reflection</i>	In what way do these images effectively convey your skills, mentorship abilities, and teamwork expertise?	Which interactions most accurately represent your professional stature and expertise?

NOTES

Write your highlights and ideas below...

PERSONAL CONNECTIONS



RELATIONSHIPS

EXERCISE

Follow the exercises below to uncover your values, passions, and relationships.

PERSONAL CONNECTIONS

Provide your audience a window into your life outside of work.

EXERCISE #1 <i>Roadmap</i>	List important relationships (e.g., family, close friends, mentors) and assess their alignment with your brand's goals and objectives.	Identify relationships aligned with your brand that are important, and explain why they matter.
EXERCISE #2 <i>Permission Checklist</i>	List personal connection images you plan to use and indicate if you have permission to use them in your branding.	Ensure you have obtained the consent of individuals in your photos before publishing them
EXERCISE #3 <i>Emotional Impact</i>	Share 3-5 images with a trusted friend or family member. Ask them about the emotions each image evokes.	Which images elicit feelings of empathy, admiration, or inspiration?
EXERCISE #4 <i>Reflection</i>	Which particular moments do you find most compelling to share, and what motivates this choice?	How do these relationships reinforce your brand's message or values?

NOTES

Write your highlights and ideas below...

PRODUCTS & SERVICES



THE GOODS

EXERCISE

Follow these exercises to effectively convey the value of your product or service.

IDENTIFYING UNIQUENESS

Pinpoint what sets your product or service apart from your competition.

EXERCISE #1 <i>Selling Point</i>	List the product or service features and beside each, mention the corresponding customer benefit.	Identify your primary Unique Selling Proposition (USP) and explain its significance.
EXERCISE #2 <i>Locations</i>	Generate 5 locations that align with your product or service (e.g., your home office, a warehouse, a conference room).	Visit each location and capture candid shots. Determine which one aligns best with your brand.
EXERCISE #3 <i>Capture Your Product/Service</i>	Think of 3-5 scenarios depicting typical product use or service delivery process effectively.	Which scenarios effectively convey the advantages of your product or service?
EXERCISE #4 <i>Reflection</i>	What is the central value proposition that your product or service offers to customers, distinguishing it from competitors?	How can this distinctive quality be visually translated and effectively communicated to your audience?

NOTES

Write your highlights and ideas below...

THANK YOU FOR READING

Congratulations on completing the **Personal Brand Portfolio eWorkbook!**

Combined with the knowledge you've gained from **How To Curate Your Personal Brand Portfolio eBook**, you now have the tools to successfully generate your professional brand assets.

It's now time to review the checklist that came in your package or click the links below to purchase additional extensions!



PERSONAL BRAND PORTFOLIO
EBOOK



PERSONAL BRAND PORTFOLIO
CHECKLIST



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