

PORTFOLIO

E B O O K

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
eBook**

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First Edition

WELCOME

Hi I'm Britt, Editor in Chief of Millennial Magazine.

I help entrepreneurs, tastemakers and influencers share their stories by curating the finest elements from their portfolios.

In the forthcoming chapters, I will reveal my methodology and provide you with a detailed guide on curating a resonant portfolio, covering everything from captivating portraits to spontaneous candid shots and everything in between.

The profiles featured in the following pages are drawn directly from our magazine's extensive collection of stories. They serve as tangible examples of my decade-long passion project.

Britt Hysen

LET'S DO IT!



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VISUAL STORYTELLING



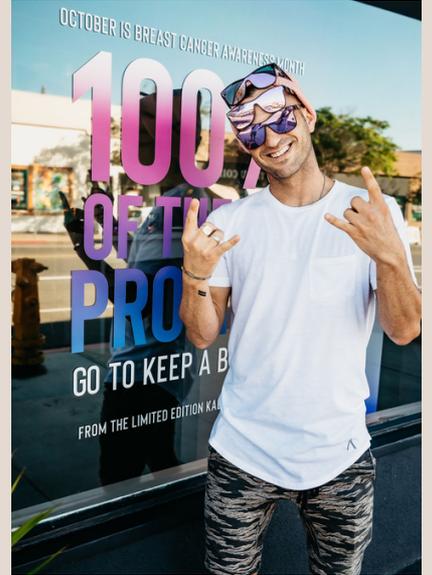
Photography isn't just about capturing images; it's about weaving narratives. While you may not possess a universally recognized logo (yet), you hold something equally potent—your own identity.

By harmonizing your brand's mission and vision with photography, you can craft a cohesive visual storyline. Real-life instances showcase how prominent personal brands have excelled in their visual storytelling.



Chase Fisher, Blenders Eyewear

- **YOUR FACE IS YOUR NEW LOGO**
- **First impressions:** High-quality imagery matters
- **Visual Psychology:** the right photo can have a big impact on brand perception



Chase Fisher, CEO of Blenders Eyewear, presents an overview of his life through a portfolio that includes his professional career and personal experiences.

BRAND STYLEGUIDE

To capture your brand essence through a lens, start by evaluating its core characteristics. Identify defining attributes that set your brand apart.

Begin by listing adjectives that align with your personality and unique style. Are you innovative, artistic, or evocative of familiarity? These attributes establish the foundation of your visual narrative.

- **Color schemes:** Align color with emotion
- **Style:** Formal, casual, candid, or staged
- **Setting:** Indoors, outdoors, urban, or natural

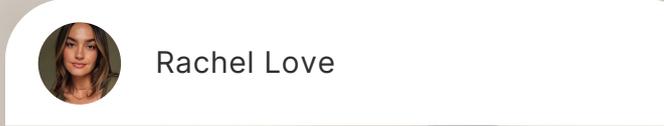




ELEGANT



—  —
Think of 3 words and a color palette that represents your personal brand.



  **EARTHY**



EMPOWERED

Colors, shapes, and textures each elicit specific emotional responses.

These psychological triggers can be harnessed to reinforce the narrative you're trying to create for your personal brand.

MASTERING PORTRAITS



Portraits transcend simple photographs; they distill an individual's character and spirit, encapsulating their personality in a single frame.



Lighting, environment, attire, and posing hold the power to elevate or diminish your portrait. Opt for a combination that authentically represents you and accentuates your finest qualities.

- **Lighting essentials:** Natural vs. studio lighting
- **Choose the right environment:** Indoor v outdoor
- **Perfecting the portrait:** Angles, expressions, and attire



When curating your photos or taking new ones, consider the lighting, environment and attire that is most flattering. Brainstorm ideas or pull a mood board together. Use the workbook to organize your choices.

LIGHTING

- **Natural Light**- Early morning, mid-day, and sunset hours all give different effects. Whether outside or inside with windows, choose the time of day that will be softest on your face.
- **Studio Light**- Ring lights, panels, and soft boxes are best for controlling your optimal lighting conditions.



Michelle Winterfield, Tandem



Chef Jet Tila
Food Network

ENVIRONMENT

- **Colored Walls**- A solid colored wall can provide a minimalistic and focused backdrop.
- **Natural Backdrops**- Nature often provides scenic and emotionally resonant backdrops.
- **Indoor Settings**- A tastefully decorated room can add context to your portrait.

ATTIRE

- **Personal style**- Blend your professional and personal attributes into your wardrobe.
- **Colors**- Stick to solids instead of flashy patterns.
- **Consistency**- Stay “on brand” with your clothing colors and accessory choices.



Nicholas & Harrison Condo
Harbour Furniture

CANDID SHOTS

THE REAL YOU

In the midst of our meticulously crafted social media stories, sharing a candid moment can be like a breath of fresh air, drawing your audience in for a more genuine connection.

Although posed photos have their role in conveying professionalism, candid snapshots offer a contrasting touch, injecting authenticity and relatability into your brand image.



- **Be in the moment:** Working, laughing, researching, walking; show us who you are when you don't know the camera is on you.
- **Take multiple shots:** The more shots you take, the better chance of capturing that perfect moment.



Josh Rincon, TikTok Wealth Influencer



Stephanie Rosa, Plus Size Model



Curate your photos or brainstorm new ideas on how to capture your best moments. Keep in mind: what you are doing and your best angles.



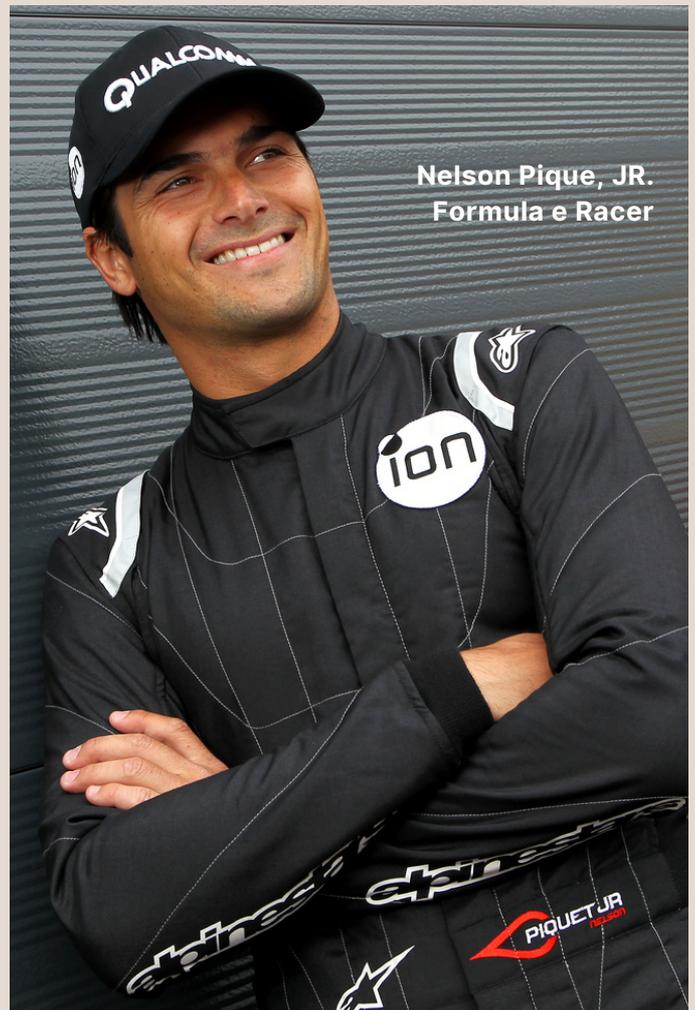
Julian Shojaie
Existential Bro Podcast

Excessive post-processing can take away from the rawness and spontaneity of a photo.

A light touchup, on the other hand, can go a long way in maintaining authenticity.



Chef Jet Tila



Nelson Pique, Jr.
Formula e Racer

PROFESSIONAL INTERACTIONS



- **Action, Mentor, & Collaboration:** Grab a shot performing a task related to your field, advising someone, or actively participating in a discussion.
- **Context Matters:** The setting must be appropriate for your work.
- **Audience:** Who you interact with should suggest your role.

Interacting professionally in a work environment helps establish your expertise, authority, and leadership qualities.

Such images can be vital in demonstrating your position as a collaborator or leader in your field, solidifying your brand's professional image.





Capture yourself interacting with colleagues, clients, or business partners.

Remember, it's not just about the interaction; it's about how that interaction is captured.



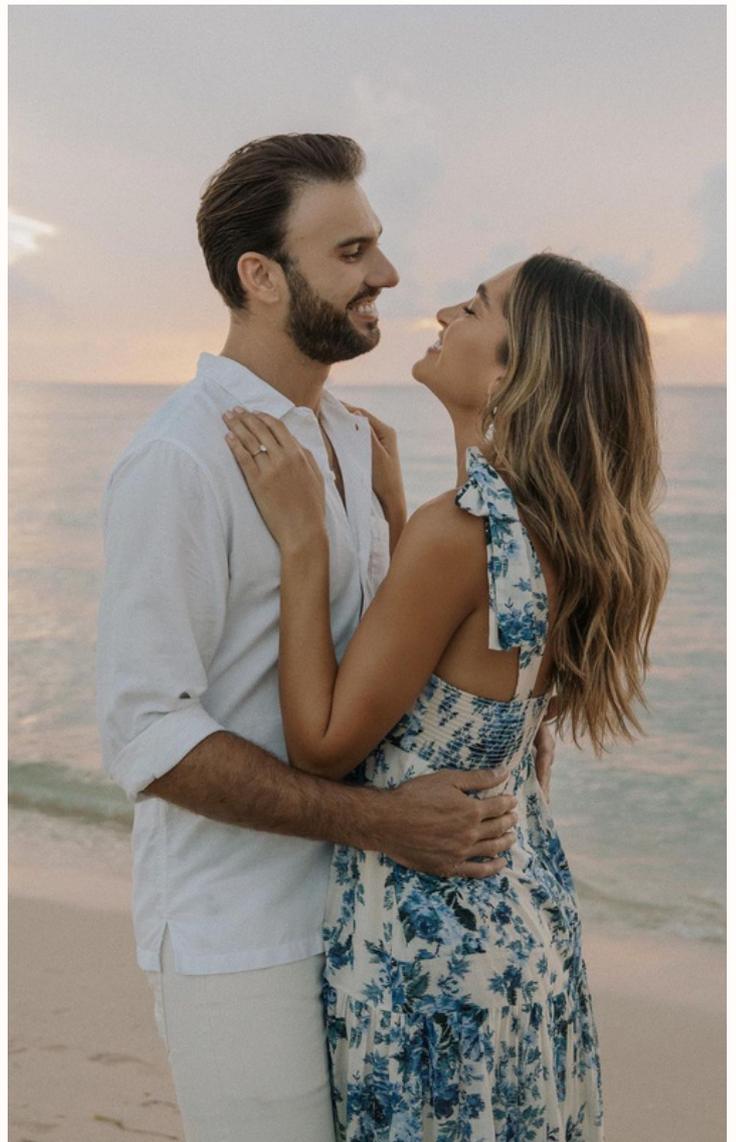
PERSONAL CONNECTIONS

The "personal" aspect of your brand sets you apart from the competition. Behind every successful personal brand story lies a network of loved ones, mentors, and close associates who have played a part in the journey.

By showcasing those who have accompanied you along the way, you introduce an additional dimension of relatability to your brand.



- **Emotional Impact:** Choose images that evoke empathy, admiration, and inspiration.
- **Choose Wisely:** Highlight the relationships that align most with your brand's objectives
- **Be Respectful:** Always ask permission to use photos of others.





Find the significant moment(s) in your life with family, friends, or mentors that offer a unique glimpse into your life.



Tip: Weddings, children, family gatherings, or friend celebrations all give your audience a behind the scenes look at who you are beyond the brand.



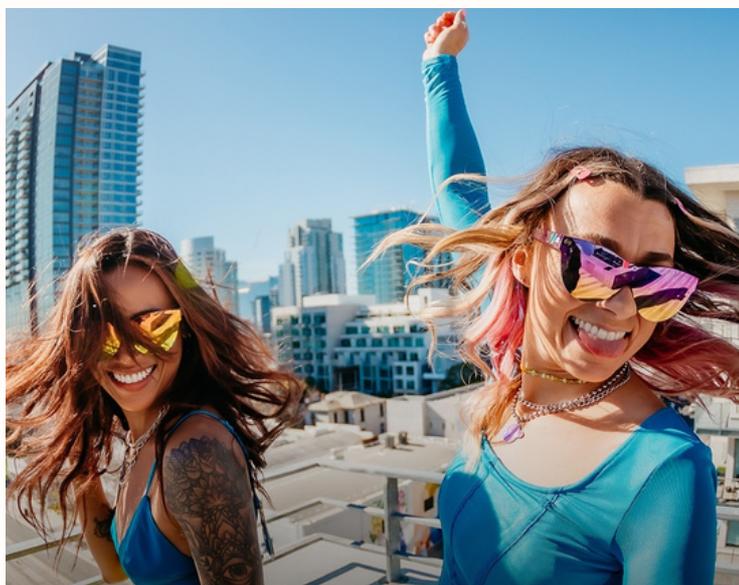
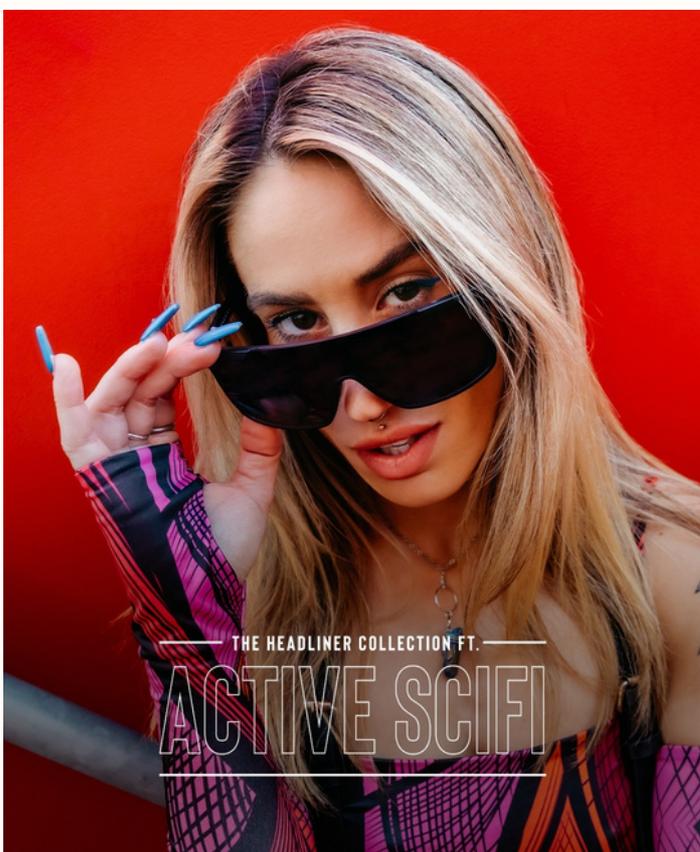
SHOWCASING PRODUCTS & SERVICES

For brands centered on tangible products or tailored services, images are crucial. From effective product shots to showcasing services in action, these visuals should convey the quality of what you offer.

- **Product:** Showing the product in use can offer context that a simple product shot may lack.
- **Service:** Action shots can give potential customers a glimpse into how you operate.

Start by identifying what makes your product or service unique. Is it the quality, craftsmanship, innovation, or the experience it provides? This will guide your photo composition.

Your product or service doesn't just fulfill a need; it solves a problem or enhances a lifestyle.





Images of your products or services should do more than just show what you're offering; they should communicate why someone should invest in it.



THANK YOU FOR READING

Congratulations on finishing our *"How to Curate Your Personal Brand Portfolio eBook"*!

Now that you've uncovered the art of showcasing your identity through curated media, it's time to apply these strategies to your own personal brand. Dive into your journey by utilizing the tools and insights provided in your package.

This is your opportunity to elevate your online presence and make a lasting impression.

Embrace the process with enthusiasm!



**PERSONAL BRAND PORTFOLIO
WORKBOOK**



**PERSONAL BRAND PORTFOLIO
CHECKLIST**



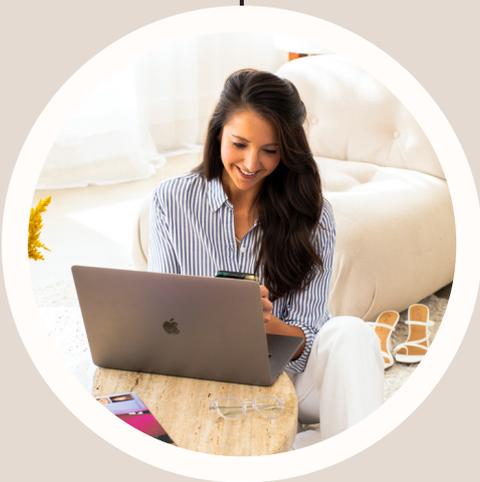
COMPLETE THE SERIES



CRAFT YOUR PERSONAL BRAND STORY

Unlock the secrets of authentic storytelling to shape your personal brand. Embark on a journey of self-discovery and image-building.

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CULTIVATE PERSONAL BRAND BUZZ

Master the art of identifying and optimizing your brand's keywords to generate organic traffic and create buzz.

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