
FIELD GUIDE 03

Brand Photography Shot List

A thoughtful guide to choosing images that reflect the heart of your practice.

By Katie Joly

Welcome

Before someone reads a single word on your website or social media, they've already begun forming an impression.

Photography quietly tells part of your story.

It can communicate warmth, professionalism, calm, and connection long before someone reaches your services page.

The good news is that meaningful brand photography isn't about having the most expensive camera or the most elaborate photoshoot.

It's about creating images that feel genuine—images that reflect the experience of working with you.

This guide is simply a collection of ideas to help you plan thoughtful photographs that feel natural, welcoming, and true to your practice.

— *Katie*

How to Use This Guide

You don't need to capture every image in this guide.

Instead, browse the ideas, save the ones that resonate, and let them inspire your next brand session—or simply your next afternoon with a camera.

Beautiful branding rarely comes from one perfect photograph.

It comes from a thoughtful collection of images that work together to tell your story.

You, At Work

- Greeting a client (using a model or with permission)
- Preparing your office or treatment room
- Organizing resources before an appointment
- Writing notes
- Setting up for a class or workshop
- Working naturally in your space

The goal isn't perfection.

It's authenticity.

Your Space

People often feel more comfortable reaching out when they can picture where they'll be welcomed.

- Your waiting area
- Treatment room
- Birth center or office
- Cozy details
- Natural light
- Seating areas
- Shelves, books, or resources
- Small touches that make your space feel inviting

Meaningful Details

Not every photograph needs to include people. Detail images help create rhythm throughout your website and social media.

- Fresh flowers
- A favorite mug
- Journals or notebooks
- Educational materials
- Baby blankets
- Herbal tea
- Soft textiles
- Hands preparing materials
- Close-up workspace details

These quieter photographs often become some of the most versatile images in your collection.

Portraits That Feel Like You

Professional portraits don't need to feel overly formal.

- Choose clothing that reflects your everyday style.
- Smile naturally.
- Look toward the camera sometimes—and away from it other times.
- Mix wide shots with close-ups.
- Most importantly, choose images that feel comfortable rather than perfectly posed.

People connect with people.

Let your personality come through.

Everyday Moments

Some of the strongest brand images are surprisingly ordinary. Think about documenting moments like:

- Reading
- Preparing coffee before your day begins
- Walking into your office
- Packing your bag
- Reviewing client resources
- Sitting at your desk
- Looking out a window
- Working quietly behind the scenes

These images help tell the story of your work beyond appointments alone.

Creating a Cohesive Collection

As you build your library of photographs, look for consistency rather than perfection. Notice:

- Similar lighting
- Coordinated colors
- Natural expressions
- Clean backgrounds
- Comfortable clothing
- A consistent editing style

Over time, these small details create a visual identity that feels thoughtful and recognizable.

A Final Thought

Your photographs don't need to impress people.

They simply need to help someone imagine what it might feel like to work with you.

When your images reflect your values as naturally as your words do, they become another quiet way of building trust.

KATIE JOLY

About Katie

Katie Joly is a copywriter and marketing strategist dedicated to helping birth and women's health professionals communicate their work with clarity, warmth, and confidence.

She believes that thoughtful branding is built through many small details—carefully chosen words, welcoming visuals, and experiences that help people feel at ease from the very beginning.

Through copywriting, strategic messaging, and educational resources, Katie helps purpose-driven practices create brands that feel genuine, approachable, and beautifully aligned with the care they provide.

Learn more at

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*Created with care for the professionals who care
for others.*

Thank you for taking the time to think intentionally about the
images that tell your story.

I hope this guide encourages you to create a collection of
photographs that feels authentic, timeless, and unmistakably
your own—because the care you provide deserves to be
reflected with the same thoughtfulness in every image you share.