

Start Your Branding Bank

four steps to a reusable library of brand assets

“An organized, selected file system of reusable content — photos of you, your props, and your environment — ready to grab every time you post.”

1

Pick Three Brand Words

Choose three words that describe how you want your brand to *feel* to others. These become your north star for every piece of content you create.

Examples: warm, solution-focused, capable • joyful, practical, encouraging

2

Pick Your Anchor Props

Select five props that match your lifestyle and represent your brand visually. These recurring visual cues are what your audience will come to associate with you.

Examples: coffee mug, rain boots, notebook, barn, laptop, reading glasses, dog leash

3

Take 25 Photos in 20 Minutes

Set a timer and shoot yourself and your props from multiple angles — the same mug can give you five distinct photos. Vary your expression, pose, outfit, and setting.

Tip: smile, introspective, reading, open hands — each one has a different application!

4

Save Everything in One Folder

Create a folder labeled “Branding Bank” on your phone or computer. Add photos you love — even spontaneous real-life moments count. This is your go-to resource every time you sit down to post.

Start with 10 existing photos you don't hate. That's your down payment!