

Seen, not just photographed

AN IMAGE STRATEGY POWER HOUR



Everyone's marketing looks different.
This isn't a formula.
It's about understanding what works for
you and why.

What is it about?

Seen, not just photographed is 1:1 image strategy session designed to help you make sense of your visual content and use it with confidence.

If you've ever looked at your gallery of images and felt:

- overwhelmed by choice
- unsure where to start or what to post
- stuck in "Sunday best" mode or saving images for later use...

...then this session is for you.

It's not about posting more. It's about posting with intention and strategy. About understanding how your images can speak for you and learning to use them in a way that feels aligned, confident and human.

We already created your content based on your brand stories, your values and the way you want to be seen.

This session is about what happens after your photoshoot.



Why is it helpful?

It keeps the momentum going once the excitement of the photos has settled.

It gives you structure so marketing feels easier.

And it helps you show up visually without the discomfort or self-doubt that so often follows.



What will you walk away with?

- 1 A new way of seeing your own work and yourself, not just as a business but as a personal brand.
- 2 Clarity and confidence around which images support your message and where they belong.
- 3 Simple, practical plan for using your images without second-guessing.
- 4 Recording of our conversation so you can revisit when you need it.

What problems does it solve?

You don't lack good images. You lack clarity around how to use them. You sit on your gallery and simply don't know how your visuals fit into the bigger picture of your brand.

There are too many images to choose from. You overthink what to post or don't have any marketing strategy. You don't want to "get it wrong".

This session cuts through the analysis paralysis and gives you a clear, usable direction.

Structure of the power hour



Before our session...

You'll complete a short questionnaire ahead of our zoom call.

This means I understand:

- where you are right now
- what feels stuck
- what you want your images to do for you

So we can go straight into what matters.

During the session...

1

We set intentions for the call

(5-10mins):

- What are you hoping to gain clarity on?
- Where do you currently feel stuck or unsure?
- What feels currently misaligned in your visuals or messaging
- What does "using my images well" actually mean to you?

2

Photographer's POV + your business narrative => image strategy

(15-20mins):

- Review where your current images could be used

- Where you're underusing your images
- Identifying your marketing pillars/categories

3 Practical ideas and action plan (30mins): + set of questions to help you when:

- overthinking appears
- you don't know what to say
- you want to resonate more with your clients
- you don't know how to articulate what's special about you and your work

Lastly, this is your power hour and we will keep it focused but flexible. My aim is to arm you with ideas but also tools that will help you to use your images to their full potential. A strategic, personalised extension of the photoshoot you already invested in.

It's not a content prompt.
It's a permission, perspective and
practical tools for when the noise
starts.



The small print

This is not a stand-alone service. It is available exclusively as an add-on to a branding photoshoot booked with me.

The zoom session must take place within one month of your photoshoot so we can ride the momentum while your images and ideas are still fresh.

This is not a permission slip to do nothing with your images in the meantime. You don't need to wait to feel ready or have this session before you start using them.

This session exists to fill the gaps, to offer another set of eyes on your existing visuals and to help shift perspective if needed - from transactional content to intentional use. Not louder. Just clearer. More honest. More you.

This session does not include caption writing or done-for-you content planning. The focus is on clarity, confidence and practical ways to move forward using what you already have or when you get stuck and you are in full control how and when you use your images.

As this is a collaborative and co-creative process, everything shared during this session is treated as confidential and held with care and in return I ask that the question guide, ideas and guidance shared are not to be shared or reproduced elsewhere.

Petra x

hey@photographybypetra.co.uk
www.photographybypetra.co.uk

