

The 8 Photos Every Founder Needs (And Doesn't Have)

A quick checklist to see exactly where your visual gaps are.

Most founders are running their brand on zero, or badly outdated, visual content. It doesn't feel urgent day to day — until you notice it's quietly costing you credibility on every platform you show up on.

GO THROUGH EACH ONE. BE HONEST ABOUT WHAT'S MISSING.

- ☐ **1. Face-forward portrait**
A clean, current headshot for your website, bio, and press use.
Do you have this? Is it under 12 months old?
- ☐ **2. In-action shot**
You, actually doing the work — not posed, just visibly at it.
Do you have this? Is it under 12 months old?
- ☐ **3. Workspace or product detail shot**
The tangible proof behind your brand — your setup, your tools, your work in progress.
Do you have this? Is it under 12 months old?
- ☐ **4. A personality shot**
Something outside the work context — a hint of who you are beyond the business, the image that makes you memorable, not just credible.
Do you have this? Is it under 12 months old?
- ☐ **5. Close, candid expression shot**
Approachable and human — the opposite of a staged corporate smile.
Do you have this? Is it under 12 months old?
- ☐ **6. Full-length or environmental shot**
You in your space, in full context, not just from the shoulders up.
Do you have this? Is it under 12 months old?
- ☐ **7. A shot that works without you in it**
Something you can post or send when the moment calls for less of 'you' and more of your work.
Do you have this? Is it under 12 months old?
- ☐ **8. A credibility shot**
You speaking, teaching, presenting, or in conversation with a client or collaborator — the image that signals "trusted," not just "professional."
Do you have this? Is it under 12 months old?

If you're missing more than two of these, that's exactly what a Your Presence session is built to fix — in one sitting.

[BOOK YOUR PRESENCE SESSION](#)

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