



CONNECTING WITH YOUR DREAM CLIENT

through visuals

NOW THAT WE'VE ESTABLISHED WHAT STORIES YOU HAVE TO TELL...

LET'S TALK ABOUT PRETTY PICTURES.

The most important aspect in connecting with your clients is problem solving and finding the true points of connection like you did in our last worksheet. However, on social media, blog posts, emails, Pinterest and more, having effective accompanying visuals takes your content to the next level.

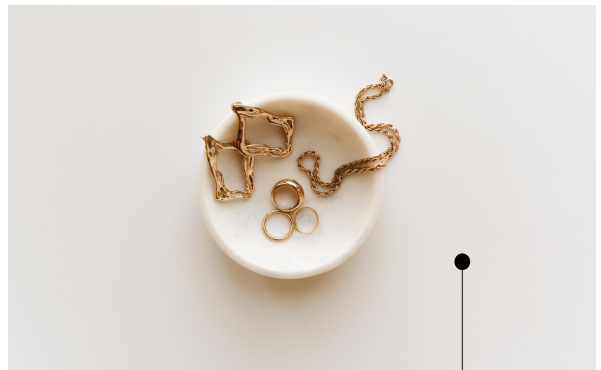
Don't overthink it.

Studies have already shown what kinds of photos do well on social media.

You want to use the photos you post to draw people in so they're more likely to read the content you've included with the image. Generally, most people are attracted to the following types of photos:



Brighter images perform 24% better than dim, dark photos



Photos with ample negative space perform 29% better than cluttered or busy photos





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Photos of people, including their faces, are liked more than just about anything else



Photos with one dominant color do about 17% better than photos with multiple dominant colors



Images with cool, blue tones perform 24% better than images with warm or reddish tones





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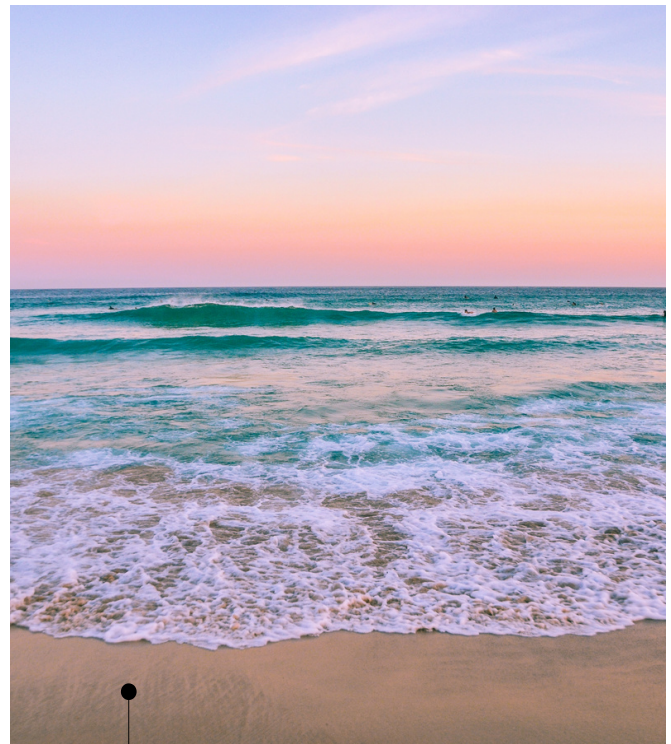
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Images with texture perform 79% better than flat photos



Quote or tip graphics with short amounts of text that can be read in a glance tend to be well received



Photos of scenery do well when they are very eye catching

